FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Name and Address of Reporting Person* Ross Paul						2. Issuer Name and Ticker or Trading Symbol Trade Desk, Inc. [TTD]									p of Reporting Person(s) to Is blicable) tor 10% Ov		
(Last) (First) (Middle) C/O THE TRADE DESK, INC. 42 NORTH CHESTNUT STREET						3. Date of Earliest Transaction (Month/Day/Year) 03/05/2019								belo	ficer (give title Other low) belo Chief Financial Officer		(specify)
					4. If A	4. If Amendment, Date of Original Filed (Month/Day/Year)								6. Individual or Joint/Group Filing (Check Applicable			
(Street) VENTURA CA 93001													Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person				
(City)	(S	tate)	(Zip)														
		Tab	le I - I	Non-Deriv	vative \$	Sec	uriti	es Ac	quired, I	Disposed	l of, or	Benef	icially	Own	ed		
Di				2. Transaction Date (Month/Day/Year)		2A. Deemed Execution Date, if any (Month/Day/Year)		3. Transacti Code (Ins 8)	on Dispo	4. Securities Acquired (ADisposed Of (D) (Instr. 35)			Secur	ficially ed	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
									Code	V Amou	nt (A)	or Pr	ice	Repo Trans		, ,	(mour y
Class A	Common St	ock		03/05/2	019			С	90	5	1 5	\$0.00	3	8,864	D		
Class A	Common St	ock		03/05/2	2019				S ⁽¹⁾	90	5 1) \$1	\$188.31		7,959	D	
Class A Common Stock 03/05/				03/05/2)19				M	90	2	A (8,861	D	
Class A Common Stock 03/05/20				019	19			S ⁽¹⁾	90	2 I) \$1	\$188.31		7,959	D		
Class A Common Stock 03/05/20					_				M	87	5 1		\$0.00		8,834	D	
Class A Common Stock 03/05/20								S ⁽¹⁾	87					7,959	D		
		Ta	able II	e.g., p (uired, Dis , options					wned			
1. Title of Derivative	2. Conversion	3. Transaction Date (Month/Day/Year)	3A. De	emed	4.	ction Number E		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. and 4)		8. Price of Derivative Security (Instr. 5)		9. Number o	Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership	
Security (Instr. 3)	or Exercise Price of Derivative Security		if any	tion Date, n/Day/Year)	Transac Code (Ir 8)		of Deriv Secu Acqu (A) o Disp of (D (Instr	vative rities rired r osed)		Date	Amount Securiti Underly Derivati Security	es ing ve	Der Sec (Ins	urity	derivative Securities Beneficially Owned Following Reported Transaction (Instr. 4)	Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership
	Price of Derivative		if any	,	Code (Ir		of Deriv Secu Acqu (A) o Disp of (D (Instr	vative rities vired rosed) r. 3,		Date	Amount Securiti Underly Derivati Security and 4)	es ing ve	Deri Sec (Ins	urity	Securities Beneficially Owned Following Reported Transaction	Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership
	Price of Derivative		if any	,	Code (Ir	nstr.	of Deriv Secu Acqu (A) o Disp of (D (Instr 4 and	vative rities rired r osed) r. 3,	(Month/Day	Date (Year)	Amount Securiti Underly Derivati Security and 4)	Amou or Numb of Share	Der Sec (Ins	urity	Securities Beneficially Owned Following Reported Transaction	Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership
Employee Stock Option Exercise (Right to	Price of Derivative Security	(Month/Day/Year)	if any	,	Code (Ir 8)	nstr.	of Deriv Secu Acqu (A) o Disp of (D (Instr 4 and	vative rities uired r osed) r. 3, d 5)	(Month/Day Date Exercisable	Expiration Date	Amount Security Underly Derivati Security and 4) Title Class B 5 Commo	Amou or Numb of Share	Der Sec (Ins	urity tr. 5)	Securities Beneficially Owned Following Reported Transaction((Instr. 4)	Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership
Employee Stock Option Exercise (Right to Buy) Class B Common	Price of Derivative Security	(Month/Day/Year) 03/05/2019	if any	,	Code (Ir	nstr.	of Deriving Security (A) of Disposition (Disposition (Instrumental Annotation (A)	vative rities uired r osed) r. 3, d 5)	Date Exercisable	Expiration Date	Amount Security Underly Derivati Security and 4) Titte Class B 5 Commo Stock Class A Commo	Amou or Numb of Share	Der Sec (Ins	0.00	Securities Beneficially Owned Following Reported Transaction (Instr. 4)	Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)															
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr.		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Option (Right to Buy)	\$48	03/05/2019		M			875	(5)	12/01/2027	Class A Common Stock	875	\$0.00	28,887	D	

Explanation of Responses:

- 1. The sales reported in this Form 4 were effected pursuant to a 10b5-1 trading plan adopted by the Reporting Person in accordance with Rule 10b5-1 of the Securities Exchange Act of 1934, as amended.
- 2. The option was granted on December 9, 2015, with a Vesting Commencement Date ("VCD") of January 1, 2016. One forty-eighth (1/48th) of the shares subject to the option vest on each monthly anniversary of the VCD, subject to continued employment with the Issuer through the applicable vesting dates.
- 3. Each share of Class B Common Stock has no expiration date and is convertible for no additional consideration into one (1) share of Class A Common Stock at the option of the holder thereof at any time and upon certain other circumstances.
- 4. The option was granted on December 23, 2016. The VCD is December 1, 2016. One forty-eighth (1/48th) of the shares subject to the option vest on each monthly anniversary of the VCD, subject to continued employment with the Issuer through the applicable vesting dates.
- 5. The option was granted on December 1, 2017, the VCD. One forty-eighth (1/48th) of the shares subject to the option vest each monthly anniversary of the VCD, subject to continued employment with the Issuer through the applicable vesting dates.

Remarks:

/s/ Vivian Yang, Attorney-In-Fact for Paul E. Ross 03/07/2019

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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