

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

1. Name and Address of Reporting Person* <u>Ross Paul</u> _____ (Last) (First) (Middle) <u>C/O THE TRADE DESK, INC.</u> <u>42 NORTH CHESTNUT STREET</u> _____ (Street) <u>VENTURA CA 93001</u> _____ (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Trade Desk, Inc. [TTD]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Chief Financial Officer</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>12/21/2018</u>	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	12/21/2018		C		905	A	\$0.00	43,564	D	
Class A Common Stock	12/21/2018		S ⁽¹⁾		905	D	\$110.1849	42,659	D	
Class A Common Stock	12/21/2018		C		3,430	A	\$0.00	46,089	D	
Class A Common Stock	12/21/2018		S ⁽¹⁾		3,430	D	\$110.1849	42,659	D	
Class A Common Stock	12/21/2018		M		3,608	A	\$0.00	46,267	D	
Class A Common Stock	12/21/2018		S ⁽¹⁾		3,608	D	\$110.1849	42,659	D	
Class A Common Stock	12/21/2018		M		3,500	A	\$0.00	46,159	D	
Class A Common Stock	12/21/2018		S ⁽¹⁾		3,500	D	\$110.1849	42,659	D	
Class A Common Stock	12/21/2018		S ⁽¹⁾		4,700	D	\$110.1849	37,959	D	

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)	4. Transaction Code (Instr. 8)		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
Employee Stock Option (Right to Buy)	\$3.36	12/21/2018		M			905	(2)	12/08/2025	Class B Common Stock	905	\$3.36	11,806	D	
Class B Common Stock	\$0.00	12/21/2018		M		905		(3)	(3)	Class A Common Stock	905	\$0.00	905	D	
Class B Common Stock	\$0.00	12/21/2018		C		905		(3)	(3)	Class A Common Stock	905	\$0.00	0	D	

**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)	4. Transaction Code (Instr. 8)		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 Exercise (Right to Buy)	\$0.819	12/21/2018		M			3,430	(4)	01/19/2025	Class B Common Stock	3,430	\$0.819	685	D	
Class B Common Stock	\$0.00	12/21/2018		M		3,430		(3)	(3)	Class A Common Stock	3,430	\$0.00	3,430	D	
Class B Common Stock	\$0.00	12/21/2018		C			3,430	(3)	(3)	Class A Common Stock	3,430	\$0.00	0	D	
Employee Stock Option Exercise (Right to Buy)	\$30.15	12/21/2018		M			3,608	(5)	12/22/2026	Class A Common Stock	3,608	\$30.15	21,652	D	
Employee Stock Option (Right to Buy)	\$48	12/21/2018		M			3,500	(6)	12/01/2027	Class A Common Stock	3,500	\$48	31,512	D	

Explanation of Responses:

- 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.
- 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.
- 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.
- The option was granted on January 20, 2015, the VCD. 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.
- 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.
- 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 12/26/2018

** 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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