Form 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

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
Paley Eric B
C/O THE TRADE DESK, INC.
42 NORTH CHESTNUT STREET
VENTURA CA 93001

2. Issuer Name and Ticker or Trading Symbol
Trade Desk, Inc. [TTD]

3. Date of Earliest Transaction (Month/Day/Year)
12/01/2020

4. If Amendment, Date of Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer
X Director
10% Owner
Officer (give title below)
Other (specify below)

6. Individual or Joint/Group Filing (Check Applicable Line)
X Form filed by One Reporting Person
Form filed by More than One Reporting Person

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

<table>
<thead>
<tr>
<th>1. Title of Security (Instr. 3)</th>
<th>2. Transaction Date (Month/Day/Year)</th>
<th>3A. Deemed Execution Date, if any (Month/Day/Year)</th>
<th>3. Transaction Code (Instr. 8)</th>
<th>4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)</th>
<th>5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>7. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class A Common Stock</td>
<td>12/01/2020</td>
<td>s(1)</td>
<td>A</td>
<td>7</td>
<td>D</td>
<td>$878.11</td>
<td>D</td>
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<tr>
<td>Class A Common Stock</td>
<td>12/01/2020</td>
<td>s(1)</td>
<td>A</td>
<td>131</td>
<td>D</td>
<td>$879.72(2)</td>
<td>D</td>
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<tr>
<td>Class A Common Stock</td>
<td>12/01/2020</td>
<td>s(1)</td>
<td>A</td>
<td>258</td>
<td>D</td>
<td>$880.79(3)</td>
<td>D</td>
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<tr>
<td>Class A Common Stock</td>
<td>12/01/2020</td>
<td>s(1)</td>
<td>A</td>
<td>131</td>
<td>D</td>
<td>$881.93(4)</td>
<td>D</td>
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<tr>
<td>Class A Common Stock</td>
<td>12/01/2020</td>
<td>s(1)</td>
<td>A</td>
<td>88</td>
<td>D</td>
<td>$883.58(5)</td>
<td>D</td>
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<tr>
<td>Class A Common Stock</td>
<td>12/01/2020</td>
<td>s(1)</td>
<td>A</td>
<td>269</td>
<td>D</td>
<td>$884.23(6)</td>
<td>D</td>
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<tr>
<td>Class A Common Stock</td>
<td>12/01/2020</td>
<td>s(1)</td>
<td>A</td>
<td>203</td>
<td>D</td>
<td>$885.23(7)</td>
<td>D</td>
</tr>
<tr>
<td>Class A Common Stock</td>
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<td>s(1)</td>
<td>A</td>
<td>200</td>
<td>D</td>
<td>$886.43(8)</td>
<td>D</td>
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<tr>
<td>Class A Common Stock</td>
<td>12/01/2020</td>
<td>s(1)</td>
<td>A</td>
<td>78</td>
<td>D</td>
<td>$888.49(9)</td>
<td>D</td>
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<tr>
<td>Class A Common Stock</td>
<td>12/01/2020</td>
<td>s(1)</td>
<td>A</td>
<td>23</td>
<td>D</td>
<td>$890.71(10)</td>
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<tr>
<td>Class A Common Stock</td>
<td>12/01/2020</td>
<td>s(1)</td>
<td>A</td>
<td>1</td>
<td>D</td>
<td>$891.81</td>
<td>D</td>
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<td>Class A Common Stock</td>
<td>12/01/2020</td>
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<td>A</td>
<td>1</td>
<td>D</td>
<td>$894.18</td>
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<td>A</td>
<td>42</td>
<td>D</td>
<td>$895.95(11)</td>
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<tr>
<td>Class A Common Stock</td>
<td>12/01/2020</td>
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<td>A</td>
<td>42</td>
<td>D</td>
<td>$898.05</td>
<td>D</td>
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<tr>
<td>Class A Common Stock</td>
<td>12/01/2020</td>
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<td>3</td>
<td>D</td>
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<td>D</td>
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<tr>
<td>Class A Common Stock</td>
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</tbody>
</table>

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

<table>
<thead>
<tr>
<th>1. Title of Derivative Security (Instr. 3)</th>
<th>2. Conversion or Exercise Price of Derivative Security</th>
<th>3. Transaction Date (Month/Day/Year)</th>
<th>3A. Deemed Execution Date, if any (Month/Day/Year)</th>
<th>4. Transaction Code (Instr. 8)</th>
<th>5. Number of Derivative Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)</th>
<th>6. Date Exercisable and Expiration Date (Month/Day/Year)</th>
<th>7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)</th>
<th>8. Price of Derivative Security (Instr. 5)</th>
<th>9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)</th>
<th>10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>11. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
</table>

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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 price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $879.31 to $880.21, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price.
3. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $880.40 to $881.38, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.

4. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $881.61 to $882.40, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.

5. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $882.77 to $883.72, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.

6. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $884.81 to $885.78, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.

7. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $885.88 to $886.75, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.

8. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $886.14 to $888.77, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.

9. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $888.14 to $888.77, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.

10. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $890.68 to $891.34, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.

11. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $895.31 to $895.97, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.

12. The reported securities are owned directly by Eric Paley 2015 Remainder Trust - GST Exempt Share (the "2015 Remainder Trust").

13. The reported securities are owned directly by Eric Paley 2018 Annuity Trust (the "2018 Annuity Trust"). The Reporting Person is a beneficiary of the 2018 Annuity Trust.

Remarks:

/s/ Alfred Palomino -
Attorney-In-Fact for Eric B.
Paley
12/03/2020
** 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).


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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.