# SEC Form 4

# FORM 4

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

OMB APPROVAL										
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to Secti obligation	his box if no longer subject on 16. Form 4 or Form 5 ons may continue. <i>See</i> ion 1(b).
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## 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*   2. Issuer Name and Ticker or Trading Symbol   5. Relationship of Reporting Person(s) to Issuer     Martin John K   (Last)   (First)   (Middle)     (Last)   (First)   (Middle)     C/O COMSCORE, INC.   3. Date of Earliest Transaction (Month/Day/Year)   Officer (give title Other (specify below)     03/10/2021   4. If Amendment, Date of Original Filed (Month/Day/Year)   6. Individual or Joint/Group Filing (Check Applicable Line)     (Street)   RESTON   VA   20190     (City)   (State)   (Zip)			Table I - Non-De	erivative Securities Acquired, Disposed of, or Ben	eficially	Owned					
Martin John K   COMSCORE, INC. [SCOR]   (Check all applicable)     Martin John K   S. Date of Earliest Transaction (Month/Day/Year)   (Check all applicable)     (Last)   (First)   (Middle)     C/O COMSCORE, INC.   3. Date of Earliest Transaction (Month/Day/Year)   Officer (give title Other (specify below)     03/10/2021   4. If Amendment, Date of Original Filed (Month/Day/Year)   6. Individual or Joint/Group Filing (Check Applicable Line)     X   Form filed by One Reporting Person Form filed by More than One Reporting	(City)	(State)	(Zip)								
Martin John K   COMSCORE, INC. [SCOR]   (Check all applicable)     Martin John K   Source of Earliest Transaction (Month/Day/Year)   (Check all applicable)     (Last)   (First)   (Middle)     C/O COMSCORE, INC.   3. Date of Earliest Transaction (Month/Day/Year)   Officer (give title Other (specify below)     03/10/2021   4. If Amendment, Date of Original Filed (Month/Day/Year)   6. Individual or Joint/Group Filing (Check Applicable Line)     (Street)   X   Form filed by One Reporting Person	RESTON	VA	20190				an One Reporting				
Martin John K   COMSCORE, INC. [SCOR]   (Check all applicable)     (Last)   (First)   (Middle)     C/O COMSCORE, INC.   3. Date of Earliest Transaction (Month/Day/Year)   Officer (give title Other (specify below)     03/10/2021   4. If Amendment, Date of Original Filed (Month/Day/Year)   6. Individual or Joint/Group Filing (Check Applicable)	. ,				X	Form filed by One Reporting Person					
Martin John K   COMSCORE, INC. [SCOR]   (Check all applicable)   X   Director   10% Owner     (Last)   (First)   (Middle)   03/10/2021   03/10/2021   Other (specify below)   Other (specify below)	11950 DEMOCRACY DRIVE, STE. 600			4. If Amendment, Date of Original Filed (Month/Day/Year)							
Martin John K COMSCORE, INC. [ SCOR ] (Check all applicable) X Director   (Last) (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) Officer (give title below) Other (specify below)	11050 DEM		VE STE 600								
Martin John K   COMSCORE, INC. [SCOR]   (Check all applicable)     X Director   10% Owner     Officer (give title below)   Other (specify below)	C/O COMSC	CORE, INC.		05/10/2021							
Martin John K (Check all applicable)	(Last)	(First)	(Middle)		1	(Check all applicable) X Director 10% Ov Officer (give title Other (s below) 6. Individual or Joint/Group Filing (Check Application) X Form filed by One Reporting Person					
	<u>Martin Joh</u>	<u>ın K</u>		<u>COMSCORE, INC.</u> [ SCOR ]	· ·		10% Owner				
	1. Name and Ac	Idress of Reporting	g Person <sup>*</sup>	8,9							

### 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)			4. Securities A Disposed Of (1 5)				Form: Direct (D) or Indirect	Ownership
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(Instr. 4)
Common Stock	03/10/2021		A		101,137(1)	Α	\$ <mark>0</mark>	134,954	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. Transa Code ( 8)		5. Number n of		6. Date Exercisable and Expiration Date (Month/Day/Year)				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				

#### Explanation of Responses:

1. This common stock award was granted pursuant to the terms of the comScore, Inc. 2018 Equity and Incentive Compensation Plan. This award, which represents compensation for the 2020-2021 director term, vested immediately upon grant in connection with the reporter's separation from service.

#### **Remarks:**

#### /s/ Ashley Wright, Attorney-03/12/2021 in-Fact

\*\* 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.

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.