FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington,	D.C.	20549
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

OMB APPROVAL										
OMB Number: 3235-0287										
Estimated average burden										
hours per response: 0										

Section 16. I	ox if no longer subject to Form 4 or Form 5 nay continue. See	TEME	NT OF	CHANGES		OMB Number: 3235-0287 Estimated average burden								
Instruction 1			Filed		nt to Section 16(a) o ction 30(h) of the In					34	<u> </u>	ours per response:	0.5	
1. Name and Address of Reporting Person*  Klein Russell Scott  (Last) (First) (Middle)  11305 FOUR POINTS DRIVE  BUILDING II, THIRD FLOOR				<u>BigC</u>	or Name <b>and</b> Ticker Ommerce Ho of Earliest Transac	lding	<u>s, In</u>	<u>c.</u> [ BIGC		5. Relationship of Reporting Person(s) to Issuer (Check all applicable)  Director 10% Owner  X Officer (give title Other (specify below) below)  Chief Commercial Officer				
(Street) AUSTIN (City)	TX (State)	78726 (Zip)		4. If Am	endment, Date of (	Original	Filed	(Month/Day/Y	6. Indiv Line) X					
	7	able I - No	n-Deriva	tive S	ecurities Acqı	uired,	Dis	osed of, o	or Ben	eficially	Owned			
1. Title of Security (Instr. 3)  2. Transa Date (Month/D				2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Disposed Of 5)			5. Amount of Securities Beneficially Owned Followin	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	Reported Transaction(s) (Instr. 3 and 4)			
Series 1 Common Stock		02/15/	2022		M <sup>(1)</sup>		2,500	A	\$1.86	264,725	D			
Series 1 Common Stock 02/15/				2022		<b>S</b> (2)		2,500	D	\$30.75	262,225	D		
		Table II -			curities Acqui						wned			

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)		of Deri Sec Acq (A) ( Disp of (I	oosed D) tr. 3, 4	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				
	Non- Qualified Stock Option (Right to	\$1.86	02/15/2022		M <sup>(1)</sup>			2,500	12/31/2017 <sup>(3)</sup>	12/31/2027	Series 1 Common Stock	2,500	\$0.00	42,693	D	

## **Explanation of Responses:**

- $1. \ The stock option exercise was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on December 17, 2021.$
- 2. This sale was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on December 17, 2021.
- 3. Option was immediately exercisable on the date of grant.

## Remarks:

/s /Jeff Mengoli, Attorney-in-Fact for Russell Scott Klein

02/17/2022

\*\* 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.