

EVINE LIVE INC.

Reported by
COMCAST CORP

FORM 4

(Statement of Changes in Beneficial Ownership)

Filed 01/31/17 for the Period Ending 01/31/17

Address	6740 SHADY OAK RD MINNEAPOLIS, MN 55344-3433
Telephone	6129475200
CIK	0000870826
Symbol	EVLV
SIC Code	5961 - Catalog and Mail-Order Houses
Industry	Other Specialty Retailers
Sector	Consumer Cyclical
Fiscal Year	01/31

FORM 4

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

OMB APPROVAL
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[X] 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 OF SECURITIES

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 (Check all applicable)		
COMCAST CORP			EVINE Live Inc. [EVLV]			<input type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (MM/DD/YYYY)					
ONE COMCAST CENTER			1/31/2017					
(Street)			4. If Amendment, Date Original Filed (MM/DD/YYYY)			6. Individual or Joint/Group Filing (Check Applicable Line)		
PHILADELPHIA, PA 19103						<input type="checkbox"/> Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person		
(City)			(State)			(Zip)		

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

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. 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			
Common Stock	1/31/2017		S		4400000	D	\$1.12	2741849	I	By Subsidiary (L)

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

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. 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		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 of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		(A)	(D)	Date Exercisable	Expiration Date				

Explanation of Responses:

(NBCUniversal Media, LLC is a wholly owned subsidiary of NBCUniversal, LLC; Comcast Corporation owns 100% of NBCUniversal, LLC (through wholly
1) owned subsidiaries).

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COMCAST CORP ONE COMCAST CENTER PHILADELPHIA, PA 19103		X		
NBCUniversal, LLC 30 ROCKEFELLER PLAZA NEW YORK, NY 10112		X		
NBCUniversal Media, LLC 30 ROCKEFELLER PLAZA NEW YORK, NY 10112		X		

Signatures

/s/ Arthur R. Block, Executive Vice President, General Counsel and Secretary, Comcast Corporation

1/31/2017

**
Signature of Reporting Person

Date

/s/ Arthur R. Block, Executive Vice President, NBCUniversal, LLC

1/31/2017

**
Signature of Reporting Person

Date

/s/ Arthur R. Block, Executive Vice President, NBCUniversal Media, LLC

1/31/2017

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 control number.

Joint Filer Information

Name of Joint Filer: NBCUniversal, LLC

Address of Joint Filer: 30 Rockefeller Plaza
New York, NY 10112

Relationship of Joint Filer to Issuer: 10% Owner

Issuer Name and Ticker or Trading Symbol: EVINE Live Inc. (EVLV)

Date of Earliest Transaction Required
to be Reported (Month/Day/Year): 01/31/2017

Designated Filer: Comcast Corporation

Signature:

NBCUNIVERSAL, LLC

By: /s/ Arthur R. Block

Name: Arthur R. Block

Title: Executive Vice President

Date: January 31, 2017

Name of Joint Filer: NBCUniversal Media, LLC

Address of Joint Filer: 30 Rockefeller Plaza
New York, NY 10112

Relationship of Joint Filer to Issuer: 10% Owner

Issuer Name and Ticker or Trading Symbol: EVINE Live Inc. (EVLV)

Date of Earliest Transaction Required
to be Reported (Month/Day/Year): 01/31/2017

Designated Filer: Comcast Corporation

Signature:

NBCUNIVERSAL MEDIA, LLC

By: /s/ Arthur R. Block

Name: Arthur R. Block

Title: Executive Vice President

Date: January 31, 2017