## FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

		005.0
Washington,	D.C.	20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL									
OMB Number:	3235-0287								
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

						JI Section 3	o(n) or the m	vesumen	it Con	ipariy Act of 1	340								
Name and Address of Reporting Person*     Quist Adam George					SE		and Ticker o			ibol NANCIAI		S. Relationship of Reporting Person(s) to Issuer (Check all applicable)     X Director 10% Owner							
					1 314	i CA j						X	Officer (giv	e title		Other (s	specify		
(Last)		(First)	(Middle)										below) below)  Vice President/General Counsel						
4057 SOUTH OLIVIA VIEW LANE						ate of Earli 01/2021	est Transacti	/Year)		vice Pr	esideii/	Genera	ii Couiise	<u>:1</u>					
(Street)																			
SALT L	AKE	UT	84107		4. If	4. If Amendment, Date of Original Filed (Month/Day/Year)							idual or Joint/Group Filing (Check Applicable Lii Form filed by One Reporting Person				,		
(City)	(	(State)	(Zip)							Form filed by More than One Reporting Person									
			Table I - No	n-Der	ivati	ve Secui	rities Acq	uired,	Disp	osed of, o	or Benef	icially Ov	vned						
1. Title of Security (Instr. 3)		2. Transaction Date (Month/Day/Year)		Exec Year) if an	2A. Deemed Execution Date, if any (Month/Day/Year)		Transaction Dispose Code (Instr.		es Acquired (A) or Of (D) (Instr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported				7. Nature of Indirect Beneficial Ownership				
								v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)				(Instr. 4)			
Class A (	Common Stock		07/	01/2021		М		1,623	A	\$8.82	3,83	7		D					
Class A (	A Common Stock		07/	/01/2021			М		3,893	A	\$8.82	7,730		D					
Class A Common Stock			07/	/16/2021		J <sup>(1)</sup>		387	A	\$8.29	\$8.29 \$8,117(2)		D						
			Table II -							sed of, or			ned						
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code (8)	action	5. Number of Derivative Securities			options, convertible securities)  6. Date Exercisable and Expiration Date (Month/Day/Year)  7. Title and Am Securities Und Derivative Sec (Instr. 3 and 4)			d Amount of Underlying Security	nount of derlying surity 8. Price of Derivative Security		ber of ive ties cially	Ownershi Form: Direct (D) or Indirect	Beneficial Ownership t (Instr. 4)		
	Security			Code	v	(A)	(D)	Date Exercis	sable	Expiration Date	Title	Amount or Number of Shares		Followi Reporte Transae (Instr. 4	ed ction(s)	(I) (Instr.	1)		
Employee Stock Option (right to buy)	\$3.61 <sup>(3)</sup>	12/05/2014		М			\$2,748 <sup>(3)</sup>	03/05/2015		03/05/2015 12/05/2024 Class A Common Stock		\$2,748 <sup>(3)</sup>	\$2 <sup>(3)</sup>	0(3)		D			
Employee Stock Option (right to buy)	\$5.07 <sup>(4)</sup>	12/04/2015		М			\$13,082 <sup>(4)</sup>	03/04/2016		12/04/2025	Class A Common Stock	\$13,082(4	\$6.76 <sup>(4)</sup>	\$0 <sup>(4)</sup>		D			
Employee Stock Option (right to buy)	\$5.59 <sup>(5)</sup>	12/02/2016		A		\$12,459 <sup>(5)</sup>		03/02/2017		03/02/2017 12/		12/02/2026	Class A Common Stock	\$12,459(5	\$5.59 <sup>(5)</sup>	\$12,459 <sup>(5)</sup>		D	
Employee Stock Option (right to buy)	\$4.22 <sup>(6)</sup>	12/01/2017		A		\$17,799 <sup>(6)</sup>		03/01/2018		03/01/2018 12/01/2027 Class A Common Stock \$17,75		\$17,7996	\$5.05 <sup>(6)</sup>	\$17,799 <sup>(6)</sup>		D			
Employee Stock Option (right to	\$4.86 <sup>(7)</sup>	11/30/2018		A		\$22,601 <sup>(7)</sup>		02/28/	/2019	11/30/2028	Class A Common Stock	\$22,601 <sup>(7</sup>	\$4.86 <sup>(7)</sup>	\$22,6	2,601 <sup>(7)</sup> D				

## Explanation of Responses:

\$5.06<sup>(8)</sup>

\$3.67<sup>(9)</sup>

buy) Employee

Option

buy)

Option

(right to buy)<sup>(9)</sup>

(right to

1. Received pursuant to a stock dividend paid on July 16, 2021.

12/06/2019

03/27/2020

2. Does not include 13,932 shares of Class A Common Stock owned indirectly by the reporting person in the 401(k) Retirement Savings Plan.

Α

A

\$37,669<sup>(8)</sup>

\$35,875<sup>(9)</sup>

3. This option was granted on December 5, 2014 as an option for 2,000 shares of Class A Common Stock at an exercise price of \$5.02 per share, but adjusted pursuant to the anti-dilution provisions of the Amended and Restated 2013 Stock Option and Other Equity Incentive Awards Plan (the "2013 Stock Option Plan") to reflect 5% stock dividends paid on February 5, 2016, February 3, 2017, February 2, 2018, February 1 2019, and February 7, 2020; a 2 1/2% stock dividend paid on July 17, 2020; and a 5% stock dividend paid on July 16, 2021.

03/06/2020(8)

06/27/2020<sup>(9)</sup>

12/06/2029

03/27/2030

Commo

Stock

Commo

\$37,669(8)

\$35,875(9)

\$5.06(8)

\$3.67<sup>(9)</sup>

\$37,669<sup>(8)</sup>

\$35,875<sup>(9)</sup>

D

D

- 4. This option was granted on December 4, 2015 as an option for 10,000 shares of Class A Common Stock at an exercise price of \$6.72 per share, but adjusted pursuant to the anti-dilution provisions of the 2013 Stock Option Plan to reflect 5% stock dividends paid on February 5, 2016, February 3, 2017, February 2, 2018, February 1 2019, and February 7, 2020; a 2 1/2% stock dividend paid on July 17, 2020; and a 5% stock dividend paid on July 18, 2021
- 5. This option was granted on December 2, 2016 as an option for 10,000 shares of Class A Common Stock at an exercise price of \$7.03 per share, but adjusted pursuant to the anti-dilution provisions of the 2013 Stock Option Plan to reflect 5% stock dividends paid on February 3, 2017, February 2, 2018, February 1 2019, and February 7, 2020; a 2 1/2% stock dividend paid on July 17, 2020; and a 5% stock dividend paid on July 16, 2021.
- 6. This option was granted on December 1, 2017 as an option to purchase either 15,000 shares of Class A Common Stock at an exercise price of \$5.05 per share or 15,000 shares of Class C Common Stock at an exercise price of \$5.05 per share, or any combination thereof. This option reflects the reporting person's election to have an option for 15,000 shares of Class C Common Stock at an exercise price of \$5.05 per share, but adjusted pursuant to the anti-dilution provisions of the 2013 Stock Option Plan to reflect 5% stock dividends paid on February 2, 2018, February 1 2019, and February 7, 2020; a 2 1/2% stock dividend paid on July 17, 2020; and a 5% stock dividend paid on July 16, 2021.
- 7. This option was granted on November 30, 2018 as an option to purchase either 20,000 shares of Class A Common Stock at an exercise price of \$5.52 per share or 20,000 shares of Class C Common Stock at an exercise price of \$5.52 per share, or any combination thereof. This option reflects the reporting person's election to have an option for 20,000 shares of Class C Common Stock at an exercise price of \$5.52 per share, but adjusted pursuant to the anti-dilution provisions of the 2013 Stock Option Plan to reflect 5% stock dividends paid on February 1, 2019 and February 7, 2020; a 2 1/2% stock dividend paid on July 17, 2020; and a 5% stock dividend paid on July 16, 2021

8. This option was granted on December 6, 2019 as an option to purchase either 35,000 shares of Class A Common Stock at an exercise price of \$5.46 per share or 35,000 shares of Class C Common Stock at an exercise price of \$5.46 per share, or any combination thereof. This option reflects the reporting person's election to have an option for 35,000 shares of Class C Common Stock at an exercise price of \$5.46 per share, but adjusted pursuant to the anti-dilution provisions of the 2013 Stock Option Plan to reflect a 5% stock dividend paid on February 7, 2020; and a 2 1/2% stock dividend paid on July 17, 2020. This option vests in four equal quarterly installments of Class C Common Stock, beginning on March 6, 2020, until such shares are fully vested; and a 5% stock dividend paid on July 16, 2021.

9. This option was granted on March 27, 2020 as an option to purchase either 35,000 shares of Class A Common Stock at an exercise price of \$3.76 per share or 35,000 shares of Class C Common Stock at an exercise price of \$3.76 per share; a 2 1/2% stock dividend paid on July 17, 2020; and a 5% stock dividend paid on July 16, 2021.

/s/ Adam George Quist 09/08/2021

\*\* Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- $^{\star}$  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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