

B. Riley Financial, Inc.
Form 4
March 14, 2017

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2015
Estimated average burden hours per response... 0.5

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
ASHER DANIEL

2. Issuer Name and Ticker or Trading Symbol
B. Riley Financial, Inc. [RILY]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

111 W JACKSON BLVD, 20TH FL

(Street)

CHICAGO, IL 60604

(City) (State) (Zip)

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

03/10/2017

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

____ Director
____ Officer (give title below)
__X__ 10% Owner
____ 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

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)	3. Transaction 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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock with a par value of \$0.0001	03/10/2017		S		1,000	D	\$ 15.65
					2,348,974	(1)	D (2)
Common Stock with a par value of \$0.0001	03/10/2017		S		650	D	\$ 15.6
					2,348,324	(1)	D (2)
Common Stock with a par value of \$0.0001	03/10/2017		S		990	D	\$ 15.55
					2,347,334	(1)	D (2)

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