

YELP INC  
Form SC 13G  
February 13, 2018

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549  
SCHEDULE 13G  
UNDER THE SECURITIES EXCHANGE ACT OF 1934  
(Amendment No. 6)\*  
Yelp Inc.

---

(Name of Issuer)  
Common Stock

---

(Title of Class of Securities)  
985817105

---

(CUSIP Number)  
December 31, 2017

---

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

---

CUSIP No. 985817105

- Names of Reporting Persons
1. Jeremy Stoppelman  
Check the appropriate Box if a Member of a Group (see instructions)
  - (a) "
  - (b) "
  3. SEC USE ONLY  
Citizenship or Place of Organization
  4. United States
  5. Sole Voting Power
  6. Number of Shares Beneficially Owned by Each Reporting Person With:
  7. 5,475,555 shares<sup>(1)</sup>  
Shared Voting Power
  8. Not applicable.  
Sole Dispositive Power
  9. 5,475,555 shares<sup>(1)</sup>  
Shared Dispositive Power
  8. Not applicable.
  9. Aggregate Amount Beneficially Owned by Each Reporting Person

5,475,555 shares<sup>(1)</sup>

Check if  
the

Aggregate

Amount

in Row

(9)

10. Excludes

Certain

Shares

(see

instructions)

..

Percent of Class

Represented by

11. Amount in Row 9

6.3%<sup>(2)</sup>

Type of Reporting

Person (see

12. instructions)

IN

Consists of (a) 2,905,245 shares of Common Stock issuable to Mr. Stoppelman pursuant to stock options

(1) exercisable within 60 days of December 31, 2017 and (b) 2,570,310 shares of Common Stock held of record by The Jeremy Stoppelman Revocable Trust, over which Mr. Stoppelman retains sole voting and dispositive power.

(2) Based on 86,629,061 shares of Common Stock outstanding on December 31, 2017. Assumes exercise of Reporting Person's options exercisable as of or within 60 days of December 31, 2017.

---

CUSIP No. 985817105

- Names of Reporting Persons
1. The Jeremy Stoppelman Revocable Trust (the "Trust")
  2. Check the appropriate Box if a Member of a Group (see instructions)
    - (a) "
    - (b) "
  3. SEC USE ONLY
  4. Citizenship or Place of Organization
    5. California
      6. Sole Voting Power
      7. 2,570,310 shares<sup>(3)</sup> Shared Voting Power
      8. Not applicable. Sole Dispositive Power
      9. 2,570,310 shares<sup>(3)</sup> Shared Dispositive Power
      10. Not applicable.
- Number of Shares Beneficially Owned by Each Reporting Person With:

Aggregate Amount  
Beneficially Owned  
by Each Reporting  
Person

2,570,310 shares<sup>(3)</sup>

Check if  
the

Aggregate  
Amount  
in Row

10.

(9)

Excludes  
Certain  
Shares

(see  
instructions)

..

Percent of Class  
Represented by

11.

Amount in Row 9

3.1%<sup>(4)</sup>

Type of Reporting  
Person (see  
instructions)

12.

OO – The Trust is a  
revocable trust  
organized under the  
laws of the State of  
California

<sup>(3)</sup> Consists of shares of Common Stock held of record by the Trust. Mr. Stoppelman retains sole voting and dispositive power over these shares.

<sup>(4)</sup> Based on 83,723,816 shares of Common Stock outstanding on December 31, 2017.

Edgar Filing: YELP INC - Form SC 13G

- Item 1(a). Name of Issuer: Yelp Inc.
- Item 1(b). Address of Issuer's Principal Executive Offices: 140 New Montgomery Street, San Francisco, CA 94105
- Item 2(a). Name of Person Filing:  
(i) Jeremy Stoppelman  
(ii) The Jeremy Stoppelman Revocable Trust (the "Trust")  
Address of Principal Business Office or, if none, Residence: The address and principal business office of each Reporting Person is:  
Item 2(b). c/o Yelp Inc.  
140 New Montgomery Street  
San Francisco, CA 94105
- Item 2(c). Citizenship: Mr. Stoppelman is a United States citizen. The Trust is organized under the laws of the State of California.
- Item 2(d). Title of Class of Securities: Common Stock
- Item 2(e). CUSIP Number: 985817105
- Item 3. If this statement is filed pursuant to §§240.13d-1(b), or 240.13d-2(b) or (c), check whether the person filing is a:  
(a) .. Broker or dealer registered under Section 15 of the Act (15 U.S.C. 78o);  
(b) .. Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c);  
(c) .. Insurance company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c);  
(d) .. Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8);  
(e) .. An investment adviser in accordance with §240.13d-1(b)(1)(ii)(E);  
(f) .. An employee benefit plan or endowment fund in accordance with §240.13d-1(b)(1)(ii)(F);  
(g) .. A parent holding company or control person in accordance with §240.13d-1(b)(1)(ii)(G);  
(h) .. A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);  
(i) .. A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);  
(j) .. A non-U.S. institution in accordance with §240.13d-1(b)(1)(ii)(J);  
(k) .. Group, in accordance with §240.13d-1(b)(1)(ii)(K).  
If filing as a non-U.S. institution in accordance with §240.13d-1(b)(1)(ii)(J), please specify the type of institution: \_\_\_\_\_
- Item 4. Ownership  
Provide the following information regarding the aggregate number and percentage of the class of securities of the Issuer identified in Item 1.  
(a) Amount Beneficially Owned: 5,475,555 shares<sup>(1)</sup>  
(b) Percent of Class: 6.3%<sup>(2)</sup>  
(c) Number of shares as to which the person has:  
(i) Sole power to vote or to direct the vote:  
(1) Mr. Stoppelman: 5,475,555 shares<sup>(1)</sup>  
(2) Trust: 2,570,310 shares<sup>(3)</sup>  
(ii) Shared power to vote or to direct the vote:  
Not applicable.  
(iii) Sole power to dispose or to direct the disposition of:  
(1) Mr. Stoppelman: 5,475,555 shares<sup>(1)</sup>  
(2) Trust: 2,570,310 shares<sup>(3)</sup>  
(iv) Shared power to dispose or to direct the disposition of:



Not applicable.

Item 5. Ownership of 5 Percent or Less of a Class

If this statement is being filed to report the fact that as of the date hereof the Reporting Person has ceased to be the beneficial owner of more than 5 percent of the class of securities, check the following ":

Item 6. Ownership of More than 5 Percent on Behalf of Another Person

Not applicable.

Item Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the

7. Parent Holding Company or Control Person.

Not applicable.

Item 8. Identification and Classification of Members of the Group

Not applicable.

Item 9. Notice of Dissolution of a Group

Not applicable.

Item 10. Certification

Not applicable.

---



SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

/s/ Jeremy Stoppelman  
Jeremy Stoppelman

February 13, 2018  
Date

The Jeremy Stoppelman Revocable Trust

/s/ Jeremy Stoppelman  
Jeremy Stoppelman, Trustee

February 13, 2018  
Date