SEC Form 4
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FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549 STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL 

OMB Number:	3235-0287							
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Section 16. F	x if no longer subjec orm 4 or Form 5 ay continue. <i>See</i> o).	tt to STA	Filed pursi		of the Securit	NEFICIAL OWNE ies Exchange Act of 1934 mpany Act of 1940	ERSH	ES	AB Number: timated average bu urs per response:	3235-0287 rden 0.5
Hult David (Last) C/O ASBURY	(First)	Person* (Middle) VE GROUP, ING Y NW, SUITE 3	AS AB C. 3. D 02/0	_	MOTIVE	GROUP INC [		all applicable) Director Officer (give tit below)	10% Owner	
(Street) DULUTH (City)	GA (State)	30097 (Zip)	4. If	Amendment, Date of	f Original Filec	I (Month/Day/Year)	6. Indiv Line) X	Form filed by C	oup Filing (Check One Reporting Per Aore than One Re	son
		Table I - No	on-Derivative	Securities Acc	quired, Dis	posed of, or Benefi	cially	Owned		
1. Title of Secur	ty (Instr. 3)		2. Transaction Date	ction 2A. Deemed 3. 4. Securities Acquired (A) Execution Date, Transaction Disposed Of (D) (Instr. 3, 4				5. Amount of Securities	6. Ownership Form: Direct	7. Nature of Indirect

	Date (Month/Day/Year)	Execution Date, if any (Month/Day/Year)	Code (Instr.		Disposed Of (	D) (Instr.	3, 4 and 5)	Securities Beneficially Owned Following Reported	Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership (Instr. 4)
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(1130.4)
Common Stock	02/04/2022		F		1,729 <sup>(1)</sup>	D	\$164.03	62,565	D	
Common Stock	02/04/2022		М		<b>4,887</b> <sup>(2)</sup>	A	\$0	67,452	D	
Common Stock	02/04/2022		F		2 <b>,</b> 205 <sup>(3)</sup>	D	\$164.03	65,247	D	

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

1. Title of 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. Transa Code ( 8)		of I		6. Date Exerc Expiration Da (Month/Day/Y	ate	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				
Performance Share Units	(2)	02/04/2022		М			4,887	(2)	(2)	Common Stock	4,887	\$ <mark>0</mark>	4,887	D	

## Explanation of Responses:

1. Represents the number of shares of the Issuer's common stock withheld for payment of taxes upon the vesting of restricted share units granted on February 4, 2020.

2. Represents vesting of performance share units upon the Issuer having met certain performance objectives, which objectives were certified as having been met on March 5, 2021. Each performance share unit converts into one share of the Issuer's common stock upon vesting. One-third of the performance share units granted on February 4, 2020 vested upon certification of the objectives having been met, which occurred on March 5, 2021, an additional one-third vested on February 4, 2022 and the remaining one-third vests on February 4, 2023.

3. Represents the number of shares of the Issuer's common stock withheld for payment of taxes upon the vesting of performance share units, and the conversion of such units into shares of the Issuer's common stock, granted on February 4, 2020.

Remarks:

/s/George A. Villasana, Attorney In-Fact

\*\* Signature of Reporting Person

02/07/2022 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.