FORM 3

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL				
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## INITIAL STATEMENT OF 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

Name and Address of Reporting Person*     Richardson Julie		s	Date of Event Rotatement (Month/		3. Issuer Name and Ticker or Trading Symbol  Yext, Inc. [ YEXT ]							
(Last) ONE MADISO (Street) NEW YORK (City)	(First) N AVENUE, FII NY (State)	(Middle)				ionship of Reporting Person(s all applicable) Director Officer (give title below)	s) to Issuer 10% Owner Other (spec below)	ify	6. In Appl	nth/Day/Year)  dividual or Joint/Gicable Line)  Form filed by	e of Original Filed  Group Filing (Check  One Reporting Person  More than One Reporting	
Table I - Non-Derivative Securities Beneficially Owned												
1. Title of Security (Instr. 4)			Beneficially Owned (Instr. 4)				4. Nature of Indirect Beneficial Ownership (Instr. 5)					
Common Stock					67,500	I See Footnote <sup>(1)</sup>						
Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)												
1. Title of Derivative Security (Instr. 4)		2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities UnDerivative Security (Instr. 4)		Conv		ersion	(D) or	6. Nature of Indirect Beneficial Ownership (Instr. 5)		
			Date Exercisable	Expiration Date	ı Title		Amount or Number of Shares	Price of Derivative Security		Indirect (I) (Instr. 5)		
Stock Option (R	ight to Buy)		(2)	12/07/2026		Common Stock	123,000	7.1	18	D		
Stock Option (R	ight to Buy)		(3)	05/20/2025		Common Stock	122,000	3.5	55	D		

# **Explanation of Responses:**

- 1. 15,000 shares held by the Jack Douglas Richardson 2010 Trust, of which Ms. Richardson is a trustee; 26,250 shares held by the Charles Matthew Richardson 2006 Trust, of which Ms. Richardson is a trustee; and 26,250 shares held by the Lucas Matthew Richardson 2008 Trust, of which Ms. Richardson is a trustee.
- $2.\ 1/6 th\ of\ the\ shares\ subject\ to\ the\ option\ vest\ in\ equal\ monthly\ installments\ on\ the\ monthly\ anniversary\ of\ December\ 7,2016.$
- 3. 1/24th of the shares subject to the option vested on June 20, 2015 and the remaining shares subject to the option vest in equal monthly installments on the last day of each calendar month thereafter.

#### Remarks:

Exhibit List: Exhibit 24 - Power of Attorney

/s/ Julie Richardson 04/12/2017

\*\* Signature of Reporting Person 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 5 (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.

## POWER OF ATTORNEY

The undersigned, as a Section 16 reporting person of Yext, Inc. (the "Company"), hereby constitutes and appoints Howard Lerman, Steve Cakebread and Ho Shin, the undersigned's true and lawful attorneys-in-fact, to:

- 1. Complete and execute Forms 3, 4 and 5 and other forms and all amendments thereto as such attorneys-in-fact shall in their discretion determine to be required or advisable pursuant to Section 16 of the Securities Exchange Act of 1934 (as amended) and the rules and regulations promulgated thereunder, or any successor laws and regulations, as a consequence of the undersigned's ownership, acquisition or disposition of securities of the Company; and
- 2. Do all acts necessary in order to file such forms with the SEC, any securities exchange or national association, the Company and such other person or agency as the attorneys-in-fact shall deem appropriate.

The undersigned hereby ratifies and confirms all that said attorneys-in-fact and agent shall do or cause to be done by virtue hereof. The undersigned acknowledges that the foregoing attorneys-in-fact, in serving in such capacity at the request of the undersigned, are not assuming, nor is the Company assuming, any of the undersigned's responsibilities to comply with Section 16 of the Securities Exchange Act of 1934 (as amended).

This Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Forms 3, 4 and 5 with respect to the undersigned's holdings of and transactions in securities issued by the Company, unless earlier revoked by the undersigned in a signed writing delivered to the Company and the foregoing attorneys-in-fact.

	(signa	ature page follows)	
	IN WITNESS WHEREOF, the undersigned has caused this Power of A	ttorney to be executed as	of this 12th day of April, 2017.
		Very tru	ly yours,
	IF AN INDIVIDUAL:	IF AN E	ENTITY:
Ву:	/s/ Julie Richardson (duly authorized signature)		(please print complete name of entity)
Name:	Julie Richardson (please print full name)	By:	(duly authorized signature)
		Name:	(please print full name)
		Title:	(please print full title)