

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL	
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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).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person * <u>Shin Ho</u> _____ (Last) (First) (Middle) <u>61 NINTH AVENUE</u> _____ (Street) <u>NEW YORK NY 10011</u> _____ (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Yext, Inc. [YEXT]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner Officer (give title below) Other (specify below) X General Counsel
	3. Date of Earliest Transaction (Month/Day/Year) <u>09/20/2020</u>	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	09/20/2020		M		6,250	A	(1)	12,231	D	
Common Stock	09/20/2020		M		1,875	A	(1)	14,106	D	
Common Stock	09/20/2020		M		1,562	A	(1)	15,668	D	
Common Stock	09/22/2020		S ⁽²⁾		3,481	D	\$15.5442 ⁽³⁾	12,187	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. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		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
Restricted Stock Unit	(1)	09/20/2020		M		6,250		(4)	(4)	Common Stock	6,250	\$0	6,250	D	
Restricted Stock Unit	(1)	09/20/2020		M		1,875		(5)	(5)	Common Stock	1,875	\$0	13,125	D	
Restricted Stock Unit	(1)	09/20/2020		M		1,562		(6)	(6)	Common Stock	1,562	\$0	17,188	D	

Explanation of Responses:

- Each restricted stock unit represents a contingent right to receive one share of Yext, Inc.'s common stock.
- This transaction was effected pursuant to non-discretionary, sell-to-cover arrangements mandated by the Issuer to fund tax withholding obligations in connection with the vesting of restricted stock units.
- Reflects a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$15.3000 to \$15.8100, inclusive. The Reporting Person will provide, upon request by the staff of the Securities and Exchange Commission, the Issuer, or a security holder of the Issuer, full information regarding the number of common shares sold at each separate price
- One-half of these restricted stock units will vest on each of September 20, 2020 and December 20, 2020 in each case subject to the executive's continued service on each such date.
- One-eighth of these restricted stock units will vest on September 20, 2020 and then quarterly thereafter on each of December 20, March 20, June 20 and September 20, in each case subject to the executive's continued service on each such date, until such units are fully vested on June 20, 2022.
- One-twelfth of these restricted stock units will vest on September 20, 2020 and then quarterly thereafter on each of December 20, March 20, June 20 and September 20, in each case subject to the executive's continued service on each such date, until such units are fully vested on June 20, 2023.

Remarks:

/s/ Ho Shin 09/22/2020
 ** 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 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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