

**UNITED STATES SECURITIES AND EXCHANGE
COMMISSION**

Washington, D.C. 20549

**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF
SECURITIES**

OMB APPROVAL

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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>Allred Herbert Hunt</u> (Last) (First) (Middle) <u>200 VESEY STREET, 24TH FLOOR</u> (Street) <u>NEW YORK NY 10281</u> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>10/07/2021</u>	3. Issuer Name and Ticker or Trading Symbol <u>theMaven, Inc. [MVEN]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner Officer (give title below) Other (specify below)	5. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	56,897	D	
Common Stock	357,250	I	Allred 2002 Trust - HHA ⁽¹⁾
Common Stock	357,250	I	Allred 2002 Trust - NLA ⁽²⁾
Common Stock	642,900	I	Redcap Investments, LP ⁽³⁾

**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 Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Series H Convertible Preferred Stock	08/09/2018	(4)	Common Stock	227,325 ⁽⁴⁾	0.33	D	
Series H Convertible Preferred Stock	08/09/2018	(4)	Common Stock	500,115 ⁽⁴⁾	0.33	I	Allred 2002 Trust - HHA ⁽¹⁾
Series H Convertible Preferred Stock	08/09/2018	(4)	Common Stock	500,115 ⁽⁴⁾	0.33	I	Allred 2002 Trust - NLA ⁽²⁾
Series H Convertible Preferred Stock	08/09/2018	(4)	Common Stock	681,975 ⁽⁴⁾	0.33	I	Redcap Investments, LP ⁽³⁾

Explanation of Responses:

- Brittney Allred, Mr. Allred's spouse, is Trustee of this irrevocable trust, of which Mr. Allred is a beneficiary.
- Brittney Allred, Mr. Allred's spouse, is Trustee of this irrevocable trust, of which Nancy Allred Collins, Mr. Allred's sister, is a beneficiary.
- Mr. Allred is a 25% owner of Redcap Investments, LP. Mr. Allred is currently President of its General Partner, Redcap Investments Management, LLC.
- The Issuer issued its Series H Convertible Preferred Stock, par value \$0.01 per share (the "Series H Preferred Stock") at a stated value equal to \$1,000 per share. The Series H Preferred Stock is convertible at the option of the holder, subject to a beneficial ownership limitation of 4.99%, at a rate of 3,031 shares of Common Stock for every share of Series H Convertible Preferred Stock. The beneficial ownership limitation may be increased to up to 9.99% at the election of the applicable holder upon 60 days' prior notice to the Issuer. The Series H Preferred Stock will automatically convert into shares of common stock on the fifth anniversary of the closing date at the then-conversion price. The Series H Preferred Stock does not have an expiration date.

/s/ Herbert Hunt Allred

10/27/2021

** 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.