| 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 |  |  |  |  |  |  |  |
|--------------------------|-----------|--|--|--|--|--|--|--|
| Estimated average burden |           |  |  |  |  |  |  |  |
| hours per response       | . 0.5     |  |  |  |  |  |  |  |

| to Section 16   | ox if no longer subjec<br>b. Form 4 or Form 5<br>hay continue. See |              | pursuant to Section 16(a) of the Securities Exchange Act of 1934 |      |   |                              |         |                                    |                       |   |   |   |   |  |  |
|---|--|--------------|--|------|---|------------------------------|---------|------------------------------------|-----------------------|---|---|---|---|--|--|
|   | ( <i>b)</i> .  |              |  |      | ction 30(h) of the In                                       |                              |         |                                    |                       | 504   |   |   |   |  |  |
| 1. Name and Address of Reporting Person <sup>*</sup><br>Curran Bentley                |  |              |  |      | uer Name <b>and</b> Tick                                    |                              |         | Symbol                             | (Chec                 | ationship of Repo<br>k all applicable)<br>Director<br>Officer (give tit | 10% (   | Issuer<br>Owner<br>(specify                                       |   |  |  |
| (Last) (First) (Middle)<br>6555 WEST GOOD HOPE ROAD<br>(Street)<br>MILWAUKEE WI 53223 |  |              |  |      | te of Earliest Transa<br>0/2022                             | action (I                    | Month   | /Day/Year)                         |                       | Digital Busine  | N)  |   |   |  |  |
|   |  |              |  |      | mendment, Date o  | f Origina                    | al File | d (Month/Day                       | 6. Indi<br>Line)<br>X |   |   |   |   |  |  |
| (City)  | (State)  | (Zip)        |  |      |   |                              |         |                                    |                       |   | Form filed by More than One Reporting<br>Person                           |   |   |  |  |
|   |  | Table I - No | n-Derivati   | ve S | ecurities Acq   | uired,                       | Dis     | posed of,                          | or Be                 | neficially  | / Owned   |   |   |  |  |
| Date  |  |              | 2. Transactio<br>Date<br>(Month/Day/N                            |      | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transa<br>Code (<br>8) |         | 4. Securities<br>Disposed Of<br>5) |                       |   | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following<br>Reported | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |  |
|   |  |              |  |      |   | Code                         | v 🛛     | Amount                             | (A) or<br>(D)         | Price   | Transaction(s)<br>(Instr. 3 and 4)  |   | l`´´  |  |  |

| Class A Common Stock   |   |  | 09/20/  | 2022                                   |  | F       |                                  | <b>193</b> <sup>(1)</sup> | D  | \$42.76                 | 15   | 5,859   |      | D  |  |  |
|--|---|--|---|--|--|---------|----------------------------------|---------------------------|--|-------------------------|--|---|------|--|--|--|
| Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned   (e.g., puts, calls, warrants, options, convertible securities) |   |  |   |  |  |         |                                  |                           |  |                         |  |   |      |  |  |  |
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)  | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code (Instr<br>8) |  | Expirat | Exercisa<br>ion Date<br>/Day/Yea | r)                        | 7. Title an<br>Amount o<br>Securities<br>Underlyin<br>Derivative<br>Security ( | of De<br>s Se<br>ig (In | Price of<br>erivative<br>ecurity<br>nstr. 5) | 9. Number<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following | y  1 | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |

|  |  |      |   |     | Disposed<br>of (D)<br>(Instr. 3, 4<br>and 5) |                     |                    |       | 3 and 4)                               |  | Reported<br>Transaction(s)<br>(Instr. 4) |  |  |
|--|--|------|---|-----|--|---------------------|--------------------|-------|--|--|--|--|--|
|  |  | Code | v | (A) | (D)  | Date<br>Exercisable | Expiration<br>Date | Title | Amount<br>or<br>Number<br>of<br>Shares |  |  |  |  |

Explanation of Responses:

1. Represents shares withheld to cover taxes on 411 restricted stock units that vested on September 20, 2022.

**Remarks:** 

## Heidi Knueppel, Attorney-In-09/21/2022

Fact

\*\* 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.

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.