

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

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| OMB APPROVAL | |
| OMB Number: | 3235-0287 |
| Estimated average burden hours per response... | 0.5 |

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 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

(Print or Type Responses)

| | | | | | | | | |
|--|---------|----------|---|--|--|---|--|--|
| 1. Name and Address of Reporting Person * Blumberg Capital II, L. P. | | | 2. Issuer Name and Ticker or Trading Symbol DoubleVerify Holdings, Inc. [DV] | | | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) | | |
| (Last) | (First) | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year) 10/28/2021 | | | 6. Individual or Joint/Group Filing (Check Applicable Line) <input type="checkbox"/> Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person | | |
| 432 BRYANT STREET | | | 4. If Amendment, Date Original Filed (Month/Day/Year) | | | | | |
| (Street) | | | SAN FRANCISCO, CA 94107 | | | | | |
| (City) | (State) | (Zip) | 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 | 10/28/2021 | | J(1) | | 3,333,335 | D | \$ 0 | 16,666,665 | I | See footnote (2) |
| Common Stock | 10/28/2021 | | J(1) | | 697,623 | A | \$ 0 | 697,623 | I | See footnote (3) |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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 control number. SEC 1474 (9-02)

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 Underlying Securities (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 of Derivative Security: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|--|--|--------------------------------------|--|--------------------------------|---|---|--|-----------------|---|--|--|--|--|
| | | | | Code | V | | Date Exercisable | Expiration Date | | | | | |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| Blumberg Capital II, L. P. 432 BRYANT STREET SAN FRANCISCO, CA 94107 | | X | | |
| Blumberg Capital Management II, L.L.C. 432 BRYANT STREET SAN FRANCISCO, CA 94107 | | X | | |
| Blumberg David James 432 BRYANT STREET SAN FRANCISCO, CA 94107 | | X | | |

Signatures

| | | |
|---|--|------------|
| Blumberg Capital II, L.P., By: Blumberg Capital Management II, L.L.C., its general partner, By /s/ David J. Blumberg, Managing Member | | 11/01/2021 |
| **Signature of Reporting Person | | Date |
| Blumberg Capital Management II, L.L.C., By /s/ David J. Blumberg, Managing Member | | 11/01/2021 |
| **Signature of Reporting Person | | Date |
| /s/ David J. Blumberg | | 11/01/2021 |
| **Signature of Reporting Person | | Date |

Explanation of Responses:

- * 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).
- (1) Represents a pro rata, in-kind distribution, and not a purchase or sale of securities, by Blumberg Capital II, L.P. ("BC II") to its general partner and limited partners without additional consideration.
Shares are held by BC II. Blumberg Capital Management II, L.L.C. ("BCM II") is the sole general partner of BC II. David J. Blumberg is the managing member of BCM II.
 - (2) BCM II and Mr. Blumberg have voting and investment power over the shares held by BC II. Each of BCM II and Mr. Blumberg disclaims beneficial ownership of these shares except to the extent of its or his respective pecuniary interest therein.
 - (3) Shares are held by BCM II. David J. Blumberg is the managing member of BCM II and has voting and investment power over the shares held by BCM II. Mr. Blumberg disclaims beneficial ownership of these shares except to the extent of his pecuniary interest therein.

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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