FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Vashington,	D.C. 20549	
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL										
OMB Number: 3235-0287										
Estimated average b	urden									
hours per respense:	0.5									

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b)

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* <u>Richardson Julie</u>						Issuer Name and atadog, Inc.		ng Symbol			all applic	able) r	Person(s) to Is	wner		
(Last)	(FI		3. Date of Earliest Transaction (Month/Day/Year) 08/15/2022							Officer (give title below)		Other below	(specify			
620 8TH	AVENUE,	45TH FLOOR			4. If	If Amendment, Da	ite of Or	ginal F	iled (Month/D	ay/Year)		3. Indiv	idual or J	oint/Group	Filing (Check A	oplicable
(Street) NEW YO	ORK N	Y	10018									X	Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)	(S	tate)	(Zip)													
		Tal	ole I -	Non-Der	ivative	e Securities	Acqui	red, I	Disposed (of, or I	Benefici	ially (Owned			
1. Title of Security (Instr. 3)			2. Transaction Date (Month/Day/Yea		2A. Deemed Execution Date, if any (Month/Day/Year	Code	action (Instr.	4. Securities Disposed Of		5)	5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership			
							Code	v	Amount	(A) or (D)	Price		Reported Transaction(s) (Instr. 3 and 4)			(Instr. 4)
Class A C	Common Sto	ock		08/15/2	2022		C ⁽¹⁾		3,906	A	\$7.95	67	7,	838	D	
Class A C	A Common Stock 08/15/20		2022		S ⁽²⁾	S ⁽²⁾ 750 D		D	\$115.1	28(3)	7,088		D			
Class A C	Class A Common Stock 08/15/202		2022		S ⁽²⁾		2,456	D	\$116.00	597 ⁽⁴⁾	4,	632	D			
Class A C	Class A Common Stock 08/15/202		2022		S ⁽²⁾		600	D	\$116.74	141 ⁽⁵⁾	4,	032	D			
Class A Common Stock 08/15/202					2022		S ⁽²⁾		100	D \$117.		45(6)	3,932		D	
			Table			Securities A calls, warra							wned			
Derivative Conversion Date Executive or Exercise (Month/Day/Year) if any		if any	emed ion Date, Code (Insti			(A)	oiration	ercisable and Date y/Year)	7. Title and Amount of Securities Underlying Derivative Sec		Di Sci	Price of erivative ecurity nstr. 5)	9. Number derivative Securities Beneficial Owned	Ownershi Form:	Beneficial Ownership t (Instr. 4)	

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. Transa Code (8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			ate	7. Title and Amount o Securities Underlying Derivative (Instr. 3 and	f g Security	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s)	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	Amount or Number of Shares		(Instr. 4)		
Stock Option (Right to Buy)	\$7.9567	08/15/2022		M			3,906	(7)	06/12/2029	Class B Common Stock	3,906	\$0.00	32,034	D	
Class B Common Stock	(1)	08/15/2022		M		3,906		(1)	(1)	Class A Common Stock	3,906	\$0.00	3,906	D	
Class B Common Stock	(1)	08/15/2022		C ⁽¹⁾			3,906	(1)	(1)	Class A Common Stock	3,906	\$0.00	0	D	

Explanation of Responses:

- 1. Each share of Class B Common Stock is convertible at any time at the option of the Reporting Person into one share of Class A Common Stock and has no expiration date. Each share of Class B Common Stock will convert automatically into one share of Class A Common Stock upon the earliest of: (i) any transfer, whether or not for value, except for certain "Permitted Transfers" as defined in the Issuer's amended and restated certificate of incorporation, (ii) the death of the Reporting Person in the case of shares held directly or in a trustee capacity, and (iii) the tenth anniversary of the Issuer's initial public offering of its Class A Common Stock
- 2. Shares sold pursuant to a 10b5-1 plan entered into on September 2, 2021.
- 3. Price reported is a weighted-average sales price. The shares were sold at prices ranging from \$114.49 to \$115.44. The Reporting Person will provide upon request to the SEC, the Issuer or security holder of the Issuer, full information regarding the number of shares sold at each separate price.
- 4. Price reported is a weighted-average sales price. The shares were sold at prices ranging from \$115.50 to \$116.49. The Reporting Person will provide upon request to the SEC, the Issuer or security holder of the Issuer, full information regarding the number of shares sold at each separate price.
- 5. Price reported is a weighted-average sales price. The shares were sold at prices ranging from \$116.50 to \$117.05. The Reporting Person will provide upon request to the SEC, the Issuer or security holder of the Issuer, full information regarding the number of shares sold at each separate price.
- 6. Price reported is a weighted-average sales price. The shares were sold at prices ranging from \$117.60 to \$117.69. The Reporting Person will provide upon request to the SEC, the Issuer or security holder of the Issuer, full information regarding the number of shares sold at each separate price.
- 7. 25% of the shares underlying the option vested on June 11, 2020, with the remainder vesting in equal monthly installments thereafter over three years.

Remarks:

Julie Richardson, by /s/ Ron A. Metzger, Attorney-in-Fact

08/17/2022

** 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.