

Friar Sarah  
Form 4  
March 29, 2018

**FORM 4**

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

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Friar Sarah

(Last) (First) (Middle)  
1455 MARKET STREET, SUITE 600  
(Street)

SAN FRANCISCO, CA 94103

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
Square, Inc. [SQ]

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/27/2018

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Chief Financial Officer

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

**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                                                 |        |   |                             |
| Class A Common Stock            | 03/27/2018                           |                                                    | C <sup>(1)</sup>               |                                                                   | 39,200                                                                                        | A                                                        | \$ 0                                                  | 39,200 | I | See Footnote <sup>(2)</sup> |
| Class A Common Stock            | 03/27/2018                           |                                                    | S <sup>(3)</sup>               |                                                                   | 3,800                                                                                         | D                                                        | \$ 50.97                                              | 35,400 | I | See Footnote <sup>(2)</sup> |
| Class A Common Stock            | 03/27/2018                           |                                                    | S <sup>(3)</sup>               |                                                                   | 2,300                                                                                         | D                                                        | \$ 51.87                                              | 33,100 | I | See Footnote <sup>(2)</sup> |
| Class A Common                  | 03/27/2018                           |                                                    | S <sup>(3)</sup>               |                                                                   | 6,700                                                                                         | D                                                        | \$ 53.05                                              | 26,400 | I | See Footnote                |

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|                            |            |                  |        |   |                     |         |   |                        |
|----------------------------|------------|------------------|--------|---|---------------------|---------|---|------------------------|
| Stock                      |            |                  |        |   | (6)                 |         |   | (2)                    |
| Class A<br>Common<br>Stock | 03/27/2018 | S <sup>(3)</sup> | 6,500  | D | \$<br>53.84<br>(7)  | 19,900  | I | See<br>Footnote<br>(2) |
| Class A<br>Common<br>Stock | 03/27/2018 | S <sup>(3)</sup> | 300    | D | \$ 54.7<br>(8)      | 19,600  | I | See<br>Footnote<br>(2) |
| Class A<br>Common<br>Stock | 03/28/2018 | S <sup>(3)</sup> | 10,450 | D | \$<br>46.87<br>(9)  | 9,150   | I | See<br>Footnote<br>(2) |
| Class A<br>Common<br>Stock | 03/28/2018 | S <sup>(3)</sup> | 6,850  | D | \$<br>47.55<br>(10) | 2,300   | I | See<br>Footnote<br>(2) |
| Class A<br>Common<br>Stock | 03/28/2018 | S <sup>(3)</sup> | 1,700  | D | \$<br>48.63<br>(11) | 600     | I | See<br>Footnote<br>(2) |
| Class A<br>Common<br>Stock | 03/28/2018 | S <sup>(3)</sup> | 600    | D | \$<br>49.46<br>(12) | 0       | I | See<br>Footnote<br>(2) |
| Class A<br>Common<br>Stock |            |                  |        |   |                     | 346,649 | D |                        |

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

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**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. De                      |                            |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|----------------------------|----------------------------|
|                                            |                                                        |                                      |                                                    | Code                           | V (A) (D)                                                                               | Date Exercisable                                         | Expiration Date                                               | Title                      | Amount or Number of Shares |
| Class B<br>Common<br>Stock                 | (13)                                                   | 03/27/2018                           |                                                    | C(1)                           | 39,200                                                                                  | (13)                                                     | (13)                                                          | Class A<br>Common<br>Stock | 39,200                     |
|                                            | (13)                                                   |                                      |                                                    |                                |                                                                                         | (13)                                                     | (13)                                                          |                            | 548,453                    |

Class B  
Common  
Stock

Class A  
Common  
Stock

## Reporting Owners

| Reporting Owner Name / Address                                            | Relationships |           |                         |       |
|---------------------------------------------------------------------------|---------------|-----------|-------------------------|-------|
|                                                                           | Director      | 10% Owner | Officer                 | Other |
| Friar Sarah<br>1455 MARKET STREET<br>SUITE 600<br>SAN FRANCISCO, CA 94103 |               |           | Chief Financial Officer |       |

## Signatures

/s/ Jason Gao,  
Attorney-in-Fact

03/29/2018

\_\_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).

- Represents the conversion of Class B Common Stock into Class A Common Stock held of record by the David Riley and Sarah Friar Revocable Trust dated August 11, 2006 (Revocable Trust) for which the Reporting Person serves as a trustee. The Reporting Person has sole dispositive power and voting control over the shares of the Issuer held by the Revocable Trust.
- (1) The shares are held of record by the Revocable Trust.
  - (2) The sales reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Revocable Trust.
  - (3) The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$50.41 to \$51.37 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
  - (4) The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$51.49 to \$52.40 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
  - (5) The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$52.50 to \$53.47 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
  - (6) The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$53.50 to \$54.41 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
  - (7) The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$54.50 to \$54.84 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
  - (8) The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$46.20 to \$47.19 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
  - (9) The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$46.20 to \$47.19 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

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the range set forth in this footnote.

(10) The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$47.20 to \$48.16 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

(11) The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$48.21 to \$49.15 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

(12) The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$49.21 to \$49.73 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

(13) Each share of Class B Common Stock is convertible into one share of Class A Common Stock at the option of the holder and has no expiration date.

(14) The shares are held of record by The Sarah Friar 2015 GRAT, dated August 6, 2015, for which the Reporting Person serves as a trustee.

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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