MAY DAVID Form 5 February 13, 2019

OMB APPROVAL

FORM 5 **OMB** UNITED STATES SECURITIES AND EXCHANGE COMMISSION 3235-0362 Number: Washington, D.C. 20549 Check this box if January 31, Expires: no longer subject 2005 to Section 16. Estimated average ANNUAL STATEMENT OF CHANGES IN BENEFICIAL Form 4 or Form burden hours per 5 obligations OWNERSHIP OF SECURITIES response... 1.0 may continue. See Instruction Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, 1(b). Form 3 Holdings Section 17(a) of the Public Utility Holding Company Act of 1935 or Section Reported 30(h) of the Investment Company Act of 1940 Form 4 Transactions Reported 1. Name and Address of Reporting Person * 2. Issuer Name and Ticker or Trading 5. Relationship of Reporting Person(s) to Issuer **MAY DAVID** Symbol Upland Software, Inc. [UPLD] (Check all applicable) 3. Statement for Issuer's Fiscal Year Ended (Last) (First) (Middle) (Month/Day/Year) _X_ Director 10% Owner Officer (give title Other (specify 12/31/2018 below) below) 401 CONGRESS AVE., SUITE 1850 (Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Reporting Filed(Month/Day/Year) (check applicable line) AUSTIN, TXÂ 78701 _X_ Form Filed by One Reporting Person Form Filed by More than One Reporting Person (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 1.Title of 2. Transaction Date 2A. Deemed 3. 4. Securities 5. Amount of 6. 7. Nature of Indirect Security (Month/Day/Year) Execution Date, if Transaction Acquired (A) or Securities Ownership (Instr. 3) Code Disposed of (D) Beneficially Form: Beneficial (Month/Day/Year) (Instr. 8) (Instr. 3, 4 and 5) Owned at Direct (D) Ownership end of or Indirect (Instr. 4) Issuer's (I) Fiscal Year (Instr. 4) (A) (Instr. 3 and or 4) Amount (D) Price Common Â Â Â Â Â Â Â 79.585 (1) D Stock By family-owned Common Â Â Â Â Â Â $0^{(1)}$ Ι limited Stock liability

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

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company

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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)	Secu Acqu (A)	vative urities uired or oosed O) rr. 3,			7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
					(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (right to buy)	\$ 7.74	Â	Â	Â	Â	Â	(2)	08/08/2026	Common Stock	19,358 (3)
Stock Option (right to buy)	\$ 23.6	Â	Â	Â	Â	Â	(2)	08/08/2027	Common Stock	3,262 (4)
Stock Option (right to buy)	\$ 33.39	Â	Â	Â	Â	Â	(5)	08/06/2028	Common Stock	2,189 (6)

Reporting Owners

Reporting Owner Name / Address	Relationships					
interpolating of the control of the	Director	10% Owner	Officer	Othe		
MAY DAVID 401 CONGRESS AVE., SUITE 1850 AUSTIN, TX 78701	ÂX	Â	Â	Â		

Signatures

/s/ Kin Gill (as attorney-in-fact for Mr. May) 02/13/2019

**Signature of Reporting Person

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).

Date

Reporting Owners 2

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- Total holdings updated reflect 44,568 shares transferred to reporting person's ex-spouse pursuant to divorce agreement, 25,000 shares that (1) were reported sold on September 15, 2017 but not reflected is subsequent form totals and the transfer to Mr. May of 54,653 shares from a family-owned limited liability company upon dissolution of such entity.
- (2) Fully vested and exercisable.
- (3) Total updated to reflect 19,359 options transferred to reporting person's ex-spouse pursuant to divorce agreement.
- (4) Total updated to reflect 3,263 options transferred to reporting person's ex-spouse pursuant to divorce agreement.
- (5) Options vest and become exercisable as to 25% of shares on each of 9/16/19, 12/16/18, 3/16/19 and 6/16/19.
- (6) Total updated to reflect 2,189 options transferred to reporting person's ex-spouse pursuant to divorce agreement.

Note: File three copies of this Form, one of which must be manually signed. If space provided is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.