

# Section 1: 8-K (FORM 8K)

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

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d)  
of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): June 24, 2019

Purple Innovation, Inc.  
(Exact Name of Registrant as Specified in its Charter)

Delaware  
(State of Incorporation)

001-37523  
(Commission File Number)

47-4078206  
(IRS Employer  
Identification No.)

123 East 200 North  
Alpine, Utah  
(Address of Principal Executive Offices)

84004  
(Zip Code)

Registrant's telephone number, including area code: (801) 756-2600

(Former name or former address, if changed since last report)

Securities registered pursuant to Section 12(b) of the Act:

| Title of each class  | Trading Symbol(s) | Name of each exchange on which registered |
|--|-------------------|---|
| Class A Common Stock, par value \$0.0001 per share                 | PRPL              | The NASDAQ Stock Market LLC               |
| Warrants to purchase one-half of one share of Class A Common Stock | PRPLW             | OTC PINK                                  |

Check the appropriate box below if the Form 8-K is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communication pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§ 230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§ 240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

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**ITEM 1.02 TERMINATION OF A MATERIAL DEFINITIVE AGREEMENT**

On June 24, 2019, Purple Innovation, LLC (“Purple LLC”), a subsidiary of Purple Innovation, Inc., terminated the Shared Services Agreement (the “Agreement”) between Purple LLC and EdiZONE, LLC, which is an entity owned by Tony and Terry Pearce, the founders of Purple LLC, as Purple LLC determined that it no longer wishes to provide the services covered in the Agreement. The termination of the Agreement is effective July 24, 2019.

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: June 25, 2019

**PURPLE INNOVATION, INC.**

By: /s/ Craig L. Phillips

Craig L. Phillips

Interim Chief Financial Officer