

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF  
SECURITIESFiled pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the  
Investment Company Act of 1940

1. Name and Address of Reporting Person <sup>*</sup> <b>AVI Partners, LLC</b>			2. Date of Event Requiring Statement (MM/DD/YYYY) <b>7/16/2015</b>		3. Issuer Name and Ticker or Trading Symbol <b>YuMe Inc [ YUME]</b>	
(Last) (First) (Middle) <b>555 E. LANCASTER AVENUE, SUITE 520</b>			4. Relationship of Reporting Person(s) to Issuer (Check all applicable)  <div style="display: flex; justify-content: space-between;"> <span>_____ Director</span> <span>___ <b>X</b> ___ 10% Owner</span> </div> <div style="display: flex; justify-content: space-between;"> <span>_____ Officer (give title below)</span> <span>_____ Other (specify below)</span> </div>			
(Street) <b>RADNOR, PA 19087</b>			5. If Amendment, Date Original Filed (MM/DD/YYYY)		6. Individual or Joint/Group Filing (Check Applicable Line)  <div style="display: flex; justify-content: space-between;"> <span>___ Form filed by One Reporting Person</span> <span>___ <b>X</b> ___ Form filed by More than One Reporting Person</span> </div>	
(City) (State) (Zip)						

## Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock, \$ 0.001 Par Value (1)	3003560	I	By AVI Capital Yankee, LP (2)
Common Stock, \$ 0.001 Par Value (1)	72433	I	By AVI Capital Partners, LP (3)
Common Stock, \$ 0.001 Par Value (1)	271822	I	By Managed Account of AVI Partners, LLC (4)

## Table II - Derivative Securities Beneficially Owned ( e.g. puts, calls, warrants, options, convertible securities)

1. Title of Derivate Security (Instr. 4)	2. Date Exercisable and Expiration Date (MM/DD/YYYY)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			

## Explanation of Responses:

- ( This Form 3 is filed jointly by AVI Capital Yankee, LP ("AVI Yankee"), AVI Capital Partners, LP ("AVI LP"), AVI Partners, LLC ("AVI Partners"), AVI Management, LLC ("AVI Management"), James A. Dunn, Jr., and Darren C. Wallis (collectively, the "Reporting Persons"). Each Reporting Person is a member of a reporting group that owns in the aggregate more than 10% of the Issuer's outstanding shares of Common Stock. As such, each Reporting Person may be deemed to beneficially own more than 10% of the Issuer's outstanding shares of Common Stock. Each Reporting Person disclaims beneficial ownership of the shares of Common Stock reported herein except to the extent of his or its pecuniary interest therein, and this report shall not be deemed to be an admission that any Reporting Person is the beneficial owner of such shares of Common Stock for purposes of Section 16 or for any other purpose.
- ( Shares of Common Stock beneficially owned by AVI Yankee. AVI Partners, as the general partner of AVI Yankee, may be deemed to be the beneficial owner of the shares of Common Stock beneficially owned by AVI Yankee. AVI Management, as the investment manager of AVI Yankee, may be deemed to be the beneficial owner of the shares of Common Stock beneficially owned by AVI Yankee. Each of Messrs. Dunn and Wallis, as a managing partner of AVI Partners and a managing member of AVI Management, may be deemed to be the beneficial owner of the shares of Common Stock beneficially owned by AVI Yankee.
- ( Shares of Common Stock beneficially owned by AVI LP. AVI Partners, as the general partner of AVI LP, may be deemed to be the beneficial owner of the shares of Common Stock beneficially owned by AVI LP. AVI Management, as the investment manager of AVI LP, may be deemed to be the beneficial owner of the shares of Common Stock beneficially owned by AVI LP. Each of Messrs. Dunn and Wallis, as a managing partner of AVI Partners and a managing member of AVI Management, may be deemed to be the beneficial owner of the shares of Common Stock beneficially owned by AVI LP.
- ( Shares of Common Stock held in an account managed by AVI Partners. Each of Messrs. Dunn and Wallis, as a managing partner of AVI Partners, may be deemed to be the beneficial owner of the shares of Common Stock beneficially owned by AVI Partners.

**Reporting Owners**

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
AVI Partners, LLC 555 E. LANCASTER AVENUE SUITE 520 RADNOR, PA 19087		X		
AVI Capital Yankee, LP 555 EAST LANCASTER AVENUE SUITE 520 RADNOR, PA 19087		X		
AVI Capital Partners, LP 555 E. LANCASTER AVENUE SUITE 520 RADNOR, PA 19087		X		
AVI MANAGEMENT, LLC 555 E. LANCASTER AVENUE SUITE 520 RADNOR, PA 19087		X		
Dunn James A Jr 555 E. LANCASTER AVENUE SUITE 520 RADNOR, PA 19087		X		
Wallis Darren C 555 E. LANCASTER AVENUE SUITE 520 RADNOR, PA 19087		X		

**Signatures**

AVI Partners, LLC; By: /s/ Darren C. Wallis, Managing Partner

7/20/2015

—Signature of Reporting Person

Date

AVI Capital Yankee, LP; By: AVI Partners, LLC, General Partner; By: /s/ Darren C. Wallis, Managing Partner

7/20/2015

—Signature of Reporting Person

Date

AVI Capital Partners, LP; By: AVI Partners, LLC, General Partner; By: /s/ Darren C. Wallis, Managing Partner

7/20/2015

—Signature of Reporting Person

Date

AVI Management, LLC; By: /s/ Darren C. Wallis, Managing Member

7/20/2015

—Signature of Reporting Person

Date

James A. Dunn, Jr.; By: /s/ Darren C. Wallis, Attorney in Fact

7/20/2015

—Signature of Reporting Person

Date

By: /s/ Darren C. Wallis

7/20/2015

—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 5(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 control number.