

FORM 4

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

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

OMB APPROVAL
OMB Number: 3235-0287
Estimated average burden
hours per response... 0.5

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

Filed 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 * Friedman Michael (Last) (First) (Middle) 6740 SHADY OAK ROAD (Street) EDEN PRAIRIE, MN 55344-3433 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol iMedia Brands, Inc. [IMBI]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director _____ 10% Owner <input type="checkbox"/> Officer (give title below) _____ Other (specify below)
	3. Date of Earliest Transaction (MM/DD/YYYY) 4/17/2020	
4. If Amendment, Date Original Filed (MM/DD/YYYY) 4/21/2020		6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> 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. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. 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			
Common Stock	4/17/2020		P		653348 (1)(2)	A	\$2.0632	912949 (3)	D	

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

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. 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		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: 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				
Warrants (right to buy)	\$0.001	4/17/2020		P		73674 (4)		7/11/2020	4/14/2025	Common Stock	73674 (4)	\$0	73674 (4)	D	

Explanation of Responses:

- Consists of: (i) 242,341 shares of Common Stock purchased in the first tranche pursuant to the Common Stock and Warrant Purchase Agreement, dated April 14, 2020, by and between the Issuer and the Purchasers listed therein (the "Purchase Agreement"), which closed on April 17, 2020; (ii) 121,170 shares of Common Stock purchased in the second tranche pursuant to the Purchase Agreement, which closed on May 23, 2020; (iii) 121,170 shares of Common Stock purchased in the third tranche pursuant to the Purchase Agreement, which closed on June 13, 2020; and (iv) 168,667 shares of Common Stock purchased in the fourth tranche pursuant to the Purchase Agreement, which closed on July 11, 2020 (where the 19.999% blocker limitation set forth in the Purchase Agreement was implicated and 73,674 blocker warrants were issued in lieu of shares of Common Stock which became immediately exercisable with an exercise price of \$0.001).
- The reporting person's Form 4 filed on April 21, 2020 understated shares purchased by 1,904 shares due to information then available on the future tranche closings.
- After taking into account the 1-for-10 reverse stock split effective December 11, 2019.
- The reporting person's Form 4 filed on April 21, 2020 overstated the blocker warrants issued by 1,904 blocker warrants due to information then available on the future tranche closings.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Friedman Michael 6740 SHADY OAK ROAD EDEN PRAIRIE, MN 55344-3433	X			

Signatures

/s/ Jonathan R. Zimmerman, Attorney-in-Fact

7/15/2020

*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 control number.