

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

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

1. Name and Address of Reporting Person* LEVITAN DAN			2. Issuer Name and Ticker or Trading Symbol POTBELLY CORP [PBPB]		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner Officer (give title below) Other (specify below)	
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 09/11/2015			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person
411 FIRST AVENUE SOUTH, SUITE 600			4. If Amendment, Date of Original Filed (Month/Day/Year)			
(Street)	(City)	(State)	(Zip)			
SEATTLE	WA	98104				

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			
Common Stock	09/11/2015		J ⁽¹⁾		1,000,000 ⁽²⁾	D	\$0	1,063,880 ⁽²⁾	I	See note 2
Common Stock	09/11/2015		J ⁽³⁾		6,809	A	\$0	6,809 ⁽⁴⁾	I	See note 4
Common Stock	09/11/2015		J ⁽⁵⁾		6,809	D	\$0	0	I	See note 4
Common Stock	09/11/2015		J ⁽⁶⁾		2,423	A	\$0	2,423 ⁽⁷⁾	I	See note 7
Common Stock	09/11/2015		J ⁽⁸⁾		2,423	D	\$0	0	I	See note 7
Common Stock	09/11/2015		J ⁽⁹⁾		8,712	A	\$0	11,541 ⁽¹⁰⁾	I	See note 10
Common Stock	09/11/2015		J ⁽¹¹⁾		8,592	D	\$0	2,949 ⁽¹⁰⁾	I	See note 10
Common Stock	09/11/2015		J ⁽¹²⁾		2,306	A	\$0	61,982 ⁽¹³⁾	D	
Common Stock	09/11/2015		J ⁽¹⁴⁾		537	A	\$0	62,519 ⁽¹³⁾	D	
Common Stock	09/11/2015		J ⁽¹⁵⁾		15,092	A	\$0	77,611 ⁽¹³⁾	D	
Common Stock	09/11/2015		J ⁽¹⁶⁾		5,060	A	\$0	82,671 ⁽¹³⁾	D	
Common Stock	09/11/2015		J ⁽¹⁷⁾		2,902	A	\$0	85,573 ⁽¹³⁾	D	

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 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: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
						Date Exercisable	Expiration Date					

Explanation of Responses:

- Maveron 2000, Maveron 2000-B, MEP 2000, MEP III, Maveron-Entrepreneurs' and MEP-Associates made pro rata distributions for no consideration of 1,000,000 shares of common stock of the issuer to their partners on September 11, 2015 (the "Distribution").
- Includes shares held by Maveron Equity Partners 2000, L.P. ("Maveron 2000"), Maveron Equity Partners 2000-B, L.P. ("Maveron 2000-B"), MEP 2000 Associates LLC ("MEP 2000"), Maveron Equity Partners III, L.P. ("MEP III"), Maveron III Entrepreneurs' Fund, L.P. ("Maveron-Entrepreneurs"), MEP Associates III, L.P. ("Maveron-Associates") and Maveron LLC. Maveron General Partner 2000 LLC ("Maveron GP"), as the general partner of each of Maveron 2000 and Maveron 2000-B, may be deemed to beneficially own certain of these shares. Maveron LLC, as the manager of MEP 2000, may be deemed to beneficially own certain of these shares. Maveron General Partner III LLC ("Maveron GP III"), as the general partner of each of MEP III, Maveron-Entrepreneurs' and Maveron-Associates, may be deemed to beneficially own certain of these shares. Mr. Levitan is a managing member of Maveron GP, Maveron GP III and Maveron LLC.
- Shares acquired by Maveron GP in connection with the Distribution of such shares to the partners of Maveron 2000 and Maveron 2000-B.
- Shares are owned directly by Maveron GP.
- Maveron GP made pro rata distributions for no consideration of 6,809 shares of common stock of the issuer to its members on September 11, 2015 (the "Maveron GP Distribution").

