(Street)

LOS ANGELES CA

90025

FORM 3

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

## OMB APPROVAL OMB Number: 32350104 Estimated average burden hours per response: 0.5

## INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

|  |  |   | 16(a) of the Securities Exchan<br>f the Investment Company Act                             |  | 1934   |  |                                  |  |
|--|--|---|--|--|--|--|----------------------------------|--|
| 1. Name and Address of Reporting Person*  B. Riley Financial, Inc.                               | 2. Date of B<br>Requiring S<br>(Month/Day<br>06/25/202 | Statement<br>//Year)  | 3. Issuer Name and Ticker or Trading Symbol SYNCHRONOSS TECHNOLOGIES INC [ SNCR ]          |  |  |  |                                  |  |
| (Last) (First) (Middle) 11100 SANTA MONICA   |  |   | Relationship of Reporting Person(s) to Issuer (Check all applicable)  Director X 10% Owner |  |  | 5. If Amendment, Date of Original Filed (Month/Day/Year)   |                                  |  |
| (Street) LOS ANGELES CA 90025  |  |   | Officer (give title below)   | Other (specify below)                  |  | 6. Individual or Joint/Group Filing (Check Applicable Line) Form filed by One Reporting Person  X Form filed by More than One Reporting Person |                                  |  |
| (City) (State) (Zip)   | _  |   |  |  |  |  |                                  |  |
|  | Table I - Nor  | -Deriva   | tive Securities Benefic  | ially O                                | wned   |  |                                  |  |
| 1. Title of Security (Instr. 4)  |  | 2. Amount of Securities<br>Beneficially Owned (Instr.<br>4) | 3. Owner<br>Form: D<br>(D) or In<br>(I) (Inst  | Direct Ondirect                        | rect Ownership (Instr. 5)<br>lirect                        |  |                                  |  |
| Common Stock   |  |   | 11,538,462   | ]                                      | By B. Riley Securities, Inc. (1)(2)                        |  | rurities, Inc. <sup>(1)(2)</sup> |  |
| Common Stock   |  |   | 2,288,076  | ]                                      | By BRC Partners Opportunity Fund, LP <sup>(1)(2)</sup>     |  | rs Opportunity                   |  |
| (e   |  |   | re Securities Beneficia<br>ants, options, converti   |  |  |  |                                  |  |
| 1. Title of Derivative Security (Instr. 4)  2. Date Exercisable Expiration Date (Month/Day/Year) |  | ate   | d 3. Title and Amount of Se<br>Underlying Derivative Se<br>(Instr. 4)                      |  | 4.<br>Conversion<br>or Exercise<br>Price of                |  | Ownership (Instr.                |  |
|  | Date<br>Exercisable                                    | Expiration Date   |  | Amount<br>or<br>Number<br>of<br>Shares | Price of Direct (D) 5)  Derivative Security (I) (Instr. 5) |  | 3)                               |  |
| 1. Name and Address of Reporting Person*  B. Riley Financial, Inc.                               |  |   |  |  |  |  |                                  |  |
| (Last) (First) (I<br>11100 SANTA MONICA BOULEV<br>800  | Middle)  |   |  |  |  |  |                                  |  |
| (Street) LOS ANGELES CA 9  | 0025   |   |  |  |  |  |                                  |  |
| (City) (State) (2  | Zip)   |   |  |  |  |  |                                  |  |
| Name and Address of Reporting Person* <u>B. Riley Securities, Inc.</u>                           |  |   |  |  |  |  |                                  |  |
| (Last) (First) (I<br>11100 SANTA MONICA BOULEV.<br>800   | ARD, SUITE   |   |  |  |  |  |                                  |  |

| (City)  | (State)                 | (Zip)                |  |  |  |  |
|---|-------------------------|----------------------|--|--|--|--|
| 1. Name and Address of Reporting Person*  B. RILEY CAPITAL MANAGEMENT,  LLC       |                         |                      |  |  |  |  |
| (Last)<br>11100 SANTA M<br>800  | (First)<br>10NICA BOULE | (Middle) VARD, SUITE |  |  |  |  |
| (Street) LOS ANGELES  | CA                      | 90025                |  |  |  |  |
| (City)  | (State)                 | (Zip)                |  |  |  |  |
| 1. Name and Address of Reporting Person*  BRC Partners Management GP, LLC         |                         |                      |  |  |  |  |
| (Last)<br>11100 SANTA M<br>800  | (First)<br>10NICA BOULE | (Middle) VARD, SUITE |  |  |  |  |
| (Street) LOS ANGELES  | CA                      | 90025                |  |  |  |  |
| (City)  | (State)                 | (Zip)                |  |  |  |  |
| 1. Name and Address of Reporting Person* <u>BRC Partners Opportunity Fund, LP</u> |                         |                      |  |  |  |  |
| (Last)<br>11100 SANTA M<br>800  | (First)  10NICA BOULE   | (Middle) VARD, SUITE |  |  |  |  |
| (Street) LOS ANGELES  | CA                      | 90025                |  |  |  |  |
| (City)  | (State)                 | (Zip)                |  |  |  |  |
| 1. Name and Address of Reporting Person*  RILEY BRYANT R                          |                         |                      |  |  |  |  |
| (Last)<br>11100 SANTA M<br>800  | (First)<br>MONICA BOULE | (Middle) VARD, SUITE |  |  |  |  |
| (Street) LOS ANGELES  | CA                      | 90025                |  |  |  |  |
| (City)  | (State)                 | (Zip)                |  |  |  |  |

## **Explanation of Responses:**

1. This Form 3 is being filed jointly by B. Riley Financial, Inc., a Delaware corporation ("BRF"), B. Riley Securities, Inc., a Delaware corporation ("BRS"), BRC Partners Opportunity Fund, LP, a Delaware limited partnership ("BRPLP"), BRC Partners Management GP, LLC, a Delaware limited liability company ("BRPGP"), B. Riley Capital Management, LLC, a New York limited liability company, a registered investment advisor ("BRCM"), and Bryant R. Riley. BRPGP is a subsidiary of BRCM, a registered investment advisor, and is the general partner of BRPLP. BRF is the parent company of BRCM. As a result, BRPGP, BRCM and BRF may be deemed to indirectly beneficially own the shares held by BRPLP. BRF is the parent company of BRS. As a result, BRF may be deemed to indirectly beneficially own the shares held by BRS.

2. Bryant R. Riley is the Co-Chief Executive Officer and Chairman of the Board of Directors of BRF. As a result, Bryant R. Riley may be deemed to indirectly beneficially own the shares of Common Stock directly held by BRF, BRS, and BRPLP. Each of BRF, BRS, BRPGP, BRCM, and BRPLP (collectively, the "B. Riley Entities") and Bryant R. Riley disclaims beneficial ownership of the outstanding shares of Common Stock reported herein, except to the extent of its/his respective pecuniary interest therein.

> B. Riley Financial, Inc., by: /s/ Bryant R. Riley, **Co-Chief Executive**

06/29/2021

06/29/2021 B. Riley Securities, Inc.,

by: /s/ Andrew Moore,

**Chief Executive Officer** 

B. Riley Capital

Management, LLC, by: /s/ 06/29/2021

Bryant R. Riley, Chief

**Executive Officer** 

**BRC Partners** 

Management GP, LLC, by:

B. Riley Capital

Management, LLC, its sole 06/29/2021

member, by: /s/ Bryant R.

Riley, Chief Executive

Officer

**BRC Partners Opportunity** 

Fund, LP, by: /s/ Bryant R.

<u>y: /s/ Bryant R.</u> 06/29/2021

Riley, Chief Investment

Officer

Bryant R. Riley, by: /s/ Bryant R. Riley

<u>y, by. /s/</u> <u>06/29/2021</u>

\*\* 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 Number.