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

SCHEDULE 13D

Under the Securities Exchange Act of 1934  
(Amendment No. 5)

**Synchronoss Technologies, Inc.**  
(Name of Issuer)

**Common Stock, par value \$0.0001 par value**  
(Title of Class of Securities)

**87157B103**  
(CUSIP Number)

**Bryant R. Riley**  
**B. Riley Financial, Inc.**  
**11100 Santa Monica Boulevard, Suite 800**  
**Los Angeles, CA 90025**  
**(818) 884-3737**

(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)

**November 1, 2023**  
(Date of Event which Requires Filing of this Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act.

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CUSIP No. 87157B103

|   |   |   |  |
|---|---|---|--|
| 1   | <b>NAME OF REPORTING PERSONS</b><br>B. Riley Financial, Inc.  |   |  |
| 2   | <b>CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP</b><br>(a) <input type="checkbox"/> (b) <input type="checkbox"/>    |   |  |
| 3   | <b>SEC USE ONLY</b>   |   |  |
| 4   | <b>SOURCE OF FUNDS</b><br>AF  |   |  |
| 5   | <b>CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) or 2(e)</b> <input type="checkbox"/> |   |  |
| 6   | <b>CITIZENSHIP OR PLACE OF ORGANIZATION</b><br>Delaware   |   |  |
| <b>NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH:</b> | 7   | <b>SOLE VOTING POWER</b><br>0                 |  |
|   | 8   | <b>SHARED VOTING POWER</b><br>12,080,499      |  |
|   | 9   | <b>SOLE DISPOSITIVE POWER</b><br>0            |  |
|   | 10  | <b>SHARED DISPOSITIVE POWER</b><br>12,080,499 |  |
| 11  | <b>AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON</b><br>12,080,499                                       |   |  |
| 12  | <b>CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES</b> <input type="checkbox"/>                   |   |  |
| 13  | <b>PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)</b><br>12.9%*   |   |  |
| 14  | <b>TYPE OF REPORTING PERSON</b><br>HC   |   |  |

\* Percent of class is calculated based on 93,396,059 shares of common stock, par value \$0.0001 (the "Common Stock"), of Synchronoss Technologies, Inc. (the "Issuer") outstanding as of August 8, 2023, as reported by the Issuer in its Quarterly Report on Form 10-Q filed with the U.S. Securities and Exchange Commission (the "SEC") on August 9, 2023 (the "10-Q").

|   |   |  |
|---|---|--|
| 1   | <b>NAME OF REPORTING PERSONS</b><br>B. Riley Securities, Inc.   |  |
| 2   | <b>CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP</b><br>(a) <input type="checkbox"/> (b) <input type="checkbox"/>    |  |
| 3   | <b>SEC USE ONLY</b>   |  |
| 4   | <b>SOURCE OF FUNDS</b><br>WC  |  |
| 5   | <b>CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) or 2(e)</b> <input type="checkbox"/> |  |
| 6   | <b>CITIZENSHIP OR PLACE OF ORGANIZATION</b><br>Delaware   |  |
| <b>NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH:</b> | 7   | <b>SOLE VOTING POWER</b><br>0                    |
|   | 8   | <b>SHARED VOTING POWER</b><br>1,480,499 (1)      |
|   | 9   | <b>SOLE DISPOSITIVE POWER</b><br>0               |
|   | 10  | <b>SHARED DISPOSITIVE POWER</b><br>1,480,499 (1) |
| 11  | <b>AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON</b><br>1,480,499 (1)                                    |  |
| 12  | <b>CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES</b> <input type="checkbox"/>                   |  |
| 13  | <b>PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)</b><br>1.6%*  |  |
| 14  | <b>TYPE OF REPORTING PERSON</b><br>BD   |  |

\* Percent of class is calculated based on 93,396,059 shares of Common Stock of the Issuer outstanding as of August 8, 2023, as reported by the Issuer in the 10-Q.

(1) Represents 10,600,000 shares of Common Stock previously owned by BRS and subsequently transferred to BRFI.

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|   |   |   |
|---|---|---|
| 1   | <b>NAME OF REPORTING PERSONS</b><br>BRF Investments, LLC  |   |
| 2   | <b>CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP</b><br>(a) <input type="checkbox"/> (b) <input type="checkbox"/>    |   |
| 3   | <b>SEC USE ONLY</b>   |   |
| 4   | <b>SOURCE OF FUNDS</b><br>WC  |   |
| 5   | <b>CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) or 2(e)</b> <input type="checkbox"/> |   |
| 6   | <b>CITIZENSHIP OR PLACE OF ORGANIZATION</b><br>Delaware   |   |
| <b>NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH:</b> | 7   | <b>SOLE VOTING POWER</b><br>0                     |
|   | 8   | <b>SHARED VOTING POWER</b><br>10,600,000 (1)      |
|   | 9   | <b>SOLE DISPOSITIVE POWER</b><br>0                |
|   | 10  | <b>SHARED DISPOSITIVE POWER</b><br>10,600,000 (1) |
| 11  | <b>AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON</b><br>10,600,000 (1)                                   |   |
| 12  | <b>CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES</b> <input type="checkbox"/>                   |   |
| 13  | <b>PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)</b><br>11.3%*   |   |
| 14  | <b>TYPE OF REPORTING PERSON</b><br>OO   |   |

\* Percent of class is calculated based on 93,396,059 shares of Common Stock of the Issuer outstanding as of August 8, 2023, as reported by the Issuer in the 10-Q.

(1) Represents 10,600,000 shares of Common Stock previously owned by BRS and subsequently transferred to BRFL.

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|   |   |   |
|---|---|---|
| 1   | <b>NAME OF REPORTING PERSONS</b><br>Bryant R. Riley   |   |
| 2   | <b>CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP</b><br>(a) <input type="checkbox"/> (b) <input type="checkbox"/>    |   |
| 3   | <b>SEC USE ONLY</b>   |   |
| 4   | <b>SOURCE OF FUNDS</b><br>PF, AF  |   |
| 5   | <b>CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) or 2(e)</b> <input type="checkbox"/> |   |
| 6   | <b>CITIZENSHIP OR PLACE OF ORGANIZATION</b><br>United States of America   |   |
| <b>NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH:</b> | 7   | <b>SOLE VOTING POWER</b><br>923,602           |
|   | 8   | <b>SHARED VOTING POWER</b><br>12,080,499      |
|   | 9   | <b>SOLE DISPOSITIVE POWER</b><br>923,602      |
|   | 10  | <b>SHARED DISPOSITIVE POWER</b><br>12,080,499 |
| 11  | <b>AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON</b><br>13,004,101                                       |   |
| 12  | <b>CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES</b> <input type="checkbox"/>                   |   |
| 13  | <b>PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)</b><br>13.9%*   |   |
| 14  | <b>TYPE OF REPORTING PERSON</b><br>IN   |   |

\* Percent of class is calculated based on 93,396,059 shares of Common Stock of the Issuer outstanding as of August 8, 2023, as reported by the Issuer in the 10-Q.

This Amendment No. 5 amends and supplements the Schedule 13D filed with the U.S. Securities and Exchange Commission (the “SEC”) on July 6, 2021, as amended by Amendment No. 1 filed on October 29, 2021, Amendment No. 2 filed on March 15, 2022, Amendment No. 3 filed on March 13, 2023 and Amendment No. 4 filed on March 21, 2023 (as so amended, the “Schedule 13D”), relating to the Common Stock, par value \$0.0001 per share (the “Common Stock” or “Shares”), of Synchronoss Technologies Inc., a Delaware corporation (the “Issuer or “Company”). Except as set forth herein, the Schedule 13D is unmodified and remains in full force and effect. Each capitalized term used but not defined herein has the meaning ascribed to such term in the Schedule 13D.

## **ITEM 2. IDENTITY AND BACKGROUND**

*Item 2 of the Schedule 13D is hereby amended and restated in its entirety as follows:*

This Schedule 13D is being filed by the following persons (each, a “Reporting Person” and collectively, the “Reporting Persons”):

- (1) B. Riley Financial, Inc. (“BRF”) is a Delaware corporation with a principal place of business located at 11100 Santa Monica Blvd., Suite 800, Los Angeles, California 90025. The principal business of BRF is serving as a holding company. Set forth on Schedule A annexed hereto (“Schedule A”) is the name and present principal business, occupation or employment and the name, principal business and address of any corporation or other organization in which such employment is conducted, and the citizenship of the executive officers and directors of BRF. To the best of BRF’s knowledge, except as otherwise set forth herein, none of the persons listed on Schedule A beneficially owns any securities of the Issuer or is a party to any contract, agreement, or understanding required to be disclosed herein.
- (2) B. Riley Securities, Inc. (“BRS”) is a Delaware corporation with a principal place of business located at 11100 Santa Monica Blvd., Suite 800, Los Angeles, California 90025. The principal business of BRS is serving as a broker dealer.
- (3) BRF Investments, LLC (“BRFI”) is a Delaware limited liability company with a principal place of business located at 11100 Santa Monica Blvd., Suite 800, Los Angeles, California 90025. The principal business of BRFI is investing in securities.
- (4) The address of the business office of Bryant R. Riley is 11100 Santa Monica Blvd., Suite 800, Los Angeles, California 90025. Bryant R. Riley, an individual, is the Co-Chief Executive Officer and Chairman of the Board of Directors of BRF.

During the last five years, none of the Reporting Persons nor any person listed on Schedule A have been: (i) convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors); or (ii) a party to a civil proceeding of a judicial or administrative body of competent jurisdiction and as a result of such proceeding was or is subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, federal or state securities laws or finding any violation with respect to such laws.

#### ITEM 4. PURPOSE OF THE TRANSACTION

*Item 4 of the Schedule 13D is hereby amended to add the following:*

As disclosed by the Issuer on November 1, 2023, the Issuer has sold its Messaging and NetworkX businesses to Lumine Group Inc. BRF has expressed its support for this sale transaction as consistent with BRF's strategic vision for the Issuer when BRF made its initial investment in the Issuer. In light of the sale transaction, BRF has informed the Issuer that it has ceased pursuing an acquisition of the Issuer as outlined in its March 20, 2023 offer letter to the Issuer's Board to acquire the outstanding shares of Common Stock not owned by Issuer or its affiliates at a price per share of \$1.15.

As outlined in the initial Schedule 13D filed by the Reporting Persons on July 6, 2021, the Reporting Persons purchased the Common Stock reported hereunder for investment purposes. In pursuing such investment purposes, the Reporting Persons may further purchase, hold, vote, trade, dispose or otherwise deal in the Common Stock at times, and in such manner, as they deem advisable to benefit from, among other things, (1) changes in the market prices of the shares of Common Stock; (2) changes in the Issuer's operations, business strategy or prospects; or (3) from the sale or merger of the Issuer. To evaluate such alternatives, the Reporting Persons will closely monitor the Issuer's operations, prospects, business development, management, competitive and strategic matters, capital structure, and prevailing market conditions, as well as other economic, securities markets and investment considerations. Consistent with their investment research methods and evaluation criteria, the Reporting Persons may discuss such matters with the management or the Board, other stockholders, industry analysts, existing or potential strategic partners or competitors, investment and financing professionals, sources of credit, and other investors. Such evaluations and discussions may materially affect, and result in, among other things, the Reporting Persons (1) modifying their ownership of the Common Stock; (2) exchanging information with the Issuer pursuant to appropriate confidentiality or similar agreements; (3) proposing changes in the Issuer's operations, governance or capitalization; (4) pursuing a transaction that would result in the Reporting Persons' acquisition of all or a controlling interest in the Issuer; or (5) pursuing one or more of the other actions described in subsections (a) through (j) of Item 4 of Schedule 13D.

As the Issuer's largest stockholder an employee of whom serves on the Board, BRF and the other Reporting Persons are involved in influencing and considering the strategy and operations of the Issuer. Through its representation on the Board, BRF is involved in many significant aspects of the Issuer, including its business, operations, management, ownership, capital and corporate structure, corporate governance, and board composition. BRF together with the other Reporting Persons has in the past considered and may in the future consider a wide variety of matters and plans or proposals that could result in the occurrence of any of the matters set forth in clauses (a)-(j) of Item 4 of Schedule 13D, and may engage in discussions concerning exchange information with, potential strategic partners, acquirers, investment professionals and potential financing sources, may participate in any such transaction as principal and/or as a provider of financing and may enter into agreements with respect to the foregoing. In addition to the information disclosed in this Statement, the Reporting Persons reserve the right to (1) formulate other plans and proposals; (2) take any actions with respect to their investment in the Issuer, including any or all of the actions set forth in subsections (a) through (j) of Item 4 of Schedule 13D; and (3) acquire additional shares of Common Stock or dispose of some or all of the shares of Common Stock beneficially owned by them, in each case in the open market, through privately negotiated transactions or otherwise. The Reporting Persons may at any time reconsider and change their plans or proposals relating to the foregoing.

**ITEM 5. INTEREST OF SECURITIES OF THE ISSUER.**

*Item 5, Sections (a) and (b) of the Schedule 13D are hereby amended and restated as follows:*

(a) – (b)

1. As of the date hereof, BRS beneficially owned directly 1,480,499 shares of Common Stock, representing 1.6% of the Issuer’s Common Stock. As of the date hereof, BRFI beneficially owned directly 10,600,000 shares of Common Stock, representing 11.3% of the Issuer’s Common Stock.
2. BRF is the parent company of BRS and BRFI. As a result, BRF may be deemed to indirectly beneficially own the Shares held by BRS and BRFI.
3. Bryant R. Riley may be deemed to indirectly beneficially own 923,602 shares of Common Stock representing 1.0% of the Issuer’s Common Stock, of which (i) 913,774 shares received upon distribution from a limited partnership are held jointly with his wife, Carleen Riley, (ii) 2,457 shares received upon distribution from a limited partnership are held as sole custodian for the benefit of Abigail Riley, (iii) 2,457 shares received upon distribution from a limited partnership are held as sole custodian for the benefit of Charlie Riley, (iv) 2,457 shares received upon distribution from a limited partnership are held as sole custodian for the benefit of Eloise Riley, and (v) 2,457 shares received upon distribution from a limited partnership are held as sole custodian for the benefit of Susan Riley. Bryant R. Riley may also be deemed to indirectly beneficially own the 12,080,499 shares of Common Stock, representing 12.9% of the Issuer’s Common Stock outstanding held directly by BRS and BRFI in the manner specified in paragraph (1) above. Bryant R. Riley disclaims beneficial ownership of the shares held by BRS in each case except to the extent of his pecuniary interest therein.

**ITEM 7. MATERIAL TO BE FILED AS EXHIBITS**

**Exhibit No.      Description**

|    |   |
|----|---|
| 1* | <a href="#">Joint Filing Agreement by and among the Reporting Persons</a> |
|----|---|

\* Filed herewith and replaces Exhibit 1 filed with the Schedule 13D filed by the Reporting Persons on July 6, 2021.



**SIGNATURES**

After reasonable inquiry and to the best of his or its knowledge and belief, each of the undersigned certifies that the information set forth in this statement is true, complete and correct.

Dated: November 1, 2023

**B. RILEY FINANCIAL, INC.**

/s/ Bryant Riley

Name: Bryant Riley

Title: Co-Chief Executive Officer

**B. RILEY SECURITIES, INC.**

/s/ Andrew Moore

Name: Andrew Moore

Title: Chief Executive Officer

**BRF INVESTMENTS, LLC**

/s/ Phillip Ahn

Name: Phillip Ahn

Title: Authorized Signatory

/s/ Bryant R. Riley

Name: Bryant R. Riley

**SCHEDULE A****Executive Officers and Directors of B. Riley Financial, Inc.**

| <b>Name and Position</b>   | <b>Present Principal Occupation</b>  | <b>Business Address</b>   | <b>Citizenship</b> |
|--|--|---|--------------------|
| Bryant R. Riley<br>Chairman of the Board of Directors and Co-Chief Executive Officer | Chief Executive Officer of B. Riley Capital Management, LLC; Co-Executive Chairman of B. Riley Securities, Inc.; and Chairman of the Board of Directors and Co-Chief Executive Officer of B. Riley Financial, Inc. | 11100 Santa Monica Blvd.<br>Suite 800<br>Los Angeles, CA 90025    | United States      |
| Thomas J. Kelleher<br>Co-Chief Executive Officer and Director                        | Co-Chief Executive Officer and Director of B. Riley Financial, Inc.; Co-Executive Chairman of B. Riley Securities, Inc.; and President of B. Riley Capital Management, LLC   | 11100 Santa Monica Blvd.<br>Suite 800<br>Los Angeles, CA 90025    | United States      |
| Phillip J. Ahn<br>Chief Financial Officer and Chief Operating Officer                | Chief Financial Officer and Chief Operating Officer of B. Riley Financial, Inc.  | 30870 Russell Ranch Rd<br>Suite 250<br>Westlake Village, CA 91362 | United States      |
| Kenneth Young<br>President   | President of B. Riley Financial, Inc.; and Chief Executive Officer of B. Riley Principal Investments, LLC  | 11100 Santa Monica Blvd.<br>Suite 800<br>Los Angeles, CA 90025    | United States      |
| Alan N. Forman<br>Executive Vice President, General Counsel and Secretary            | Executive Vice President, General Counsel and Secretary of B. Riley Financial, Inc.  | 299 Park Avenue, 21st Floor<br>New York, NY 10171                 | United States      |
| Howard E. Weitzman<br>Senior Vice President and Chief Accounting Officer             | Senior Vice President and Chief Accounting Officer of B. Riley Financial, Inc.   | 30870 Russell Ranch Rd<br>Suite 250<br>Westlake Village, CA 91362 | United States      |
| Robert L. Antin<br>Director  | Co-Founder of VCA, Inc., an owner and operator of Veterinary care centers and hospitals  | 11100 Santa Monica Blvd.<br>Suite 800<br>Los Angeles, CA 90025    | United States      |
| Tammy Brandt<br>Director   | Senior Member of the Legal team at Creative Artists Agency, a leading global entertainment and sports agency   | 11100 Santa Monica Blvd.<br>Suite 800<br>Los Angeles, CA 90025    | United States      |
| Robert D'Agostino<br>Director  | President of Q-mation, Inc., a supplier of software solutions  | 11100 Santa Monica Blvd.<br>Suite 800<br>Los Angeles, CA 90025    | United States      |
| Renée E. LaBran<br>Director  | Founding partner of Rustic Canyon Partners (RCP), a technology focused VC fund   | 11100 Santa Monica Blvd.<br>Suite 800<br>Los Angeles, CA 90025    | United States      |
| Randall E. Paulson<br>Director   | Special Advisor to Odyssey Investment Partners, LLC, a private equity investment firm  | 11100 Santa Monica Blvd.<br>Suite 800<br>Los Angeles, CA 90025    | United States      |
| Michael J. Sheldon<br>Director   | Chairman and Chief Executive Officer of Deutsch North America, a creative agency – Retired   | 11100 Santa Monica Blvd.<br>Suite 800<br>Los Angeles, CA 90025    | United States      |
| Mimi Walters<br>Director   | U.S. Representative from California's 45th Congressional District – Retired  | 11100 Santa Monica Blvd.<br>Suite 800<br>Los Angeles, CA 90025    | United States      |

**JOINT FILING AGREEMENT**

Pursuant to and in accordance with the Securities Exchange Act of 1934, as amended, and the rules and regulations thereunder (the "Exchange Act") the undersigned hereby agree to the joint filing on behalf of each of them of any filing required by such party under Section 13 of the Exchange Act or any rule or regulation thereunder (including any amendment, restatement, supplement, and/or exhibit thereto) with respect to securities of Synchronoss Technologies, Inc., a Delaware corporation, and further agree to the filing, furnishing, and/or incorporation by reference of this Agreement as an exhibit thereto. Each of them is responsible for the timely filing of such filings and any amendments thereto, and for the completeness and accuracy of the information concerning such person contained therein; but none of them is responsible for the completeness or accuracy of the information concerning the other persons making the filing, unless such person knows or has reason to believe that such information is inaccurate. This Agreement shall remain in full force and effect until revoked by any party hereto in a signed writing provided to each other party hereto, and then only with respect to such revoking party. This Agreement may be executed in any number of counterparts all of which taken together shall constitute one and the same instrument.

Dated: November 1, 2023

**B. RILEY FINANCIAL, INC.**

/s/ Bryant Riley

Name: Bryant Riley

Title: Co-Chief Executive Officer

**B. RILEY SECURITIES, INC.**

/s/ Andrew Moore

Name: Andrew Moore

Title: Chief Executive Officer

**BRF INVESTMENTS, LLC**

/s/ Phillip Ahn

Name: Phillip Ahn

Title: Authorized Signatory

/s/ Bryant R. Riley

Name: Bryant R. Riley