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

**SCHEDULE 13D** 

Under the Securities Exchange Act of 1934 (Amendment No. 8)

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)

## August 19, 2024

(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  $\S240.13d-1(e)$ , 240.13d-1(f) or 240.13d-1(g), check the following box.  $\Box$ 

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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1	NAME OF REPORTING PERSONS B. Riley Financial, Inc.							
2	<b>CHECK THE</b> <i>A</i> (a) □ (b) □	APPROPRI	IATE BOX IF A MEMBER OF A GROUP					
3	SEC USE ONLY							
4	SOURCE OF F	TUNDS						
5	CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) or 2(e) $\Box$							
6	CITIZENSHIP OR PLACE OF ORGANIZATION Delaware							
	MBER OF	7	SOLE VOTING POWER 0					
BENE	HARES FICIALLY /NED BY	8 SHARED VOTING POWER 1,043,044						
REI	EACH PORTING ERSON	9	SOLE DISPOSITIVE POWER 0					
	WITH:	10	SHARED DISPOSITIVE POWER 1,043,044					
11	<b>AGGREGATE</b> 1,043,044	AMOUNT	BENEFICIALLY OWNED BY EACH REPORTING PERSON					
12	CHECK BOX	IF THE AG	GREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES □					
13	PERCENT OF 9.6%*	CLASS RE	EPRESENTED BY AMOUNT IN ROW (11)					
14	TYPE OF REP	ORTING P	PERSON					

<sup>\*</sup> Percent of class is calculated based on 10,818,169 shares of common stock, par value \$0.0001 (the "Common Stock"), of Synchronoss Technologies, Inc. (the "Issuer") outstanding as of August 6, 2024, 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, 2024 (the "10-Q").

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1	NAME OF REPORTING PERSONS B. Riley Securities, Inc.							
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) $\Box$ (b) $\Box$							
3	SEC USE ONLY							
4	SOURCE OF FUNDS WC							
5	CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) or 2(e) $\Box$							
6	CITIZENSHIP OR PLACE OF ORGANIZATION Delaware							
	MBER OF	7	SOLE VOTING POWER 0					
BENE	HARES EFICIALLY VNED BY	8	SHARED VOTING POWER 2,740					
REI	EACH PORTING ERSON	9	SOLE DISPOSITIVE POWER 0					
	WITH:	10	SHARED DISPOSITIVE POWER 2,740					
11	AGGREGATE 2,740	AMOUNT	BENEFICIALLY OWNED BY EACH REPORTING PERSON					
12	CHECK BOX I	F THE AG	GREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES □					
13	PERCENT OF 0.03%*	CLASS RE	CPRESENTED BY AMOUNT IN ROW (11)					
14	TYPE OF REP BD	ORTING P	ERSON					

<sup>\*</sup> Percent of class is calculated based on 10,818,169 shares of Common Stock of the Issuer outstanding as of August 6, 2024, as reported by the Issuer in the 10-Q.

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1	NAME OF REPORTING PERSONS BRF Investments, LLC							
2	CHECK THE $A$	APPROPRI	ATE BOX IF A MEMBER OF A GROUP					
3	SEC USE ONLY							
4	SOURCE OF F	UNDS						
5	CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) or 2(e) $\Box$							
6	CITIZENSHIP OR PLACE OF ORGANIZATION Delaware							
	MBER OF	7	SOLE VOTING POWER 0					
BENE	HARES EFICIALLY VNED BY	8 SHARED VOTING POWER 1,040,304						
REI	EACH PORTING ERSON	9	SOLE DISPOSITIVE POWER 0					
	WITH:	10	SHARED DISPOSITIVE POWER 1,040,304					
11	<b>AGGREGATE</b> 1,040,304	AMOUNT	BENEFICIALLY OWNED BY EACH REPORTING PERSON					
12	CHECK BOX	F THE AG	GREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES □					
13	PERCENT OF 9.6%*	CLASS RE	CPRESENTED BY AMOUNT IN ROW (11)					
14	TYPE OF REP	ORTING P	ERSON					

<sup>\*</sup> Percent of class is calculated based on 10,818,169 shares of Common Stock of the Issuer outstanding as of August 6, 2024, as reported by the Issuer in the 10-Q.

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1	NAME OF REPORTING PERSONS Bryant R. Riley							
2	<b>CHECK THE</b> <i>(</i> a) □ (b) □	APPROPR	RIATE BOX IF A MEMBER OF A GROUP					
3	SEC USE ONL	Y						
4	SOURCE OF F PF, AF	FUNDS						
5	CHECK BOX	CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) or 2(e) $\Box$						
6	CITIZENSHIP OR PLACE OF ORGANIZATION United States of America							
	MBER OF	7	SOLE VOTING POWER 50,615					
BENI	SHARES EFICIALLY WNED BY	8	SHARED VOTING POWER 1,043,044					
RE	EACH PORTING PERSON	9	SOLE DISPOSITIVE POWER 50,615					
	WITH:	10	SHARED DISPOSITIVE POWER 1,043,044					
11	<b>AGGREGATE</b> 1,093,659	AMOUN	T BENEFICIALLY OWNED BY EACH REPORTING PERSON					
12	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES □							
13	PERCENT OF 10.1%*	CLASS R	REPRESENTED BY AMOUNT IN ROW (11)					
14	TYPE OF REP IN	ORTING	PERSON					

<sup>\*</sup> Percent of class is calculated based on 10,818,169 shares of Common Stock of the Issuer outstanding as of August 6, 2024, as reported by the Issuer in the 10-Q.

This Amendment No. 8 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, Amendment No. 4 filed on March 21, 2023, Amendment No. 5 filed on November 1, 2023, Amendment No. 6 filed on July 2, 2024, and Amendment No. 7 filed on August 14, 2024 (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 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 2,740 shares of Common Stock, representing 0.03% of the Issuer's Common Stock. As of the date hereof, BRFI beneficially owned directly 1,040,304 shares of Common Stock, representing 9.6% 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 50,615 shares of Common Stock representing 0.5% of the Issuer's Common Stock, of which (i) 49,523 are held jointly with his wife, Carleen Riley, (ii) 273 are held as sole custodian for the benefit of Abigail Riley, (iii) 273 are held as sole custodian for the benefit of Eloise Riley, and (v) 273 are held as sole custodian for the benefit of Susan Riley. Bryant R. Riley may also be deemed to indirectly beneficially own the 1,043,044 shares of Common Stock, representing 9.6% 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 and BRFI in each case except to the extent of his pecuniary interest therein.

## **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: August 21, 2024

## **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.**

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

SCHEDULE B

# Transactions within the Past 60 Days

Trade Date	Transaction	Amount of Securities	Price per Share of Common Stock	Reporting Person
8/7/2024	Sale	520	\$ 11.20	BRF Investments, LLC
8/8/2024	Sale	40,578	\$ 11.2417	BRF Investments, LLC
8/9/2024	Sale	57,466	\$ 11.4494	BRF Investments, LLC
8/12/2024	Sale	30,867	\$ 11.4784	BRF Investments, LLC
8/13/2024	Sale	51,774	\$ 11.4877	BRF Investments, LLC
8/14/2024	Sale	61,690	\$ 11.7337	BRF Investments, LLC
8/15/2024	Sale	55,473	\$ 11.8851	BRF Investments, LLC
8/16/2024	Sale	23,290	\$ 11.8267	BRF Investments, LLC
8/19/2024	Sale	40,713	\$ 12.1226	BRF Investments, LLC
8/20/2024	Sale	8,437	\$ 12.8244	BRF Investments, LLC
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