Involves Don Jr.

Thumzup's chief executive sells Don Jr. shares at 50 cents when the stock trades at $10.20

A Documented

Thumzup's own securities filing shows Don Jr. holding 350,000 shares from the chief executive's private sale at $0.50 a share and gives $10.20 as the last price that day; the chief executive's Form 4 confirms the sale. The filing does not print a price for each buyer, so his $0.50 rests on the footnote that ties the shares offered to the private sale. The dollar figure is this ledger's calculation, not a realized gain.

5 sources **3** primary records **0** with an archived copy

REACHED THE FAMILY

Jul 7, 2025

$3,395,000 estimated

ESTIMATE, this ledger's own calculation and not a figure in any filing: 350,000 shares times the gap between the $0.50 a share paid and the $10.20 last reported price on July 7, 2025, the day of the sale. He paid $175,000 for shares worth $3,570,000 at that price. The shares were not registered for resale when bought. Thumzup filed to register them on July 9, 2025 and withdrew that registration on Nov 20, 2025, saying no shares had been sold under it. Whether Don Jr. still holds them, or what he got for any he sold, is not disclosed. Robert Steele sold 2,500,000 shares in the private sale for $1,250,000, to buyers the filing says also bought in Thumzup's $6.5 million preferred stock offering that closed the same day, placed by Dominari Securities (see pt-dominari). The filing's table lists Don Jr. with 350,000 shares before the resale and none after, and itemizes no preferred stock for him.

FROM Robert Steele, chief executive of Thumzup Media (individual)

CHANNEL private share sale below market price

OFFICIAL ACTION

No related official action is recorded for this entry.

WHAT HAPPENED

Thumzup Media is a small Los Angeles social media marketing company that holds bitcoin and in July 2025 said it would add other crypto. On July 7, 2025, it closed a $6.5 million sale of preferred stock placed by Dominari Securities, the broker-dealer of Dominari Holdings, where Don Jr. and Eric sit on the board of advisors. The same day its chief executive, Robert Steele, sold 2,500,000 of his own shares at 50 cents each in a private sale, for $1,250,000. Thumzup's filing gives the stock's last reported price that day as $10.20.

Two days later Thumzup filed to register shares from that sale for resale. Its table lists Don Jr. with 350,000 shares, all from the private sale. He paid $175,000 for shares worth about $3.57 million at that day's price, a difference of about $3.4 million on paper by this ledger's calculation. Thumzup withdrew the registration in November 2025, saying no shares had been sold under it. Whether he still holds them is not disclosed. No government action touching Thumzup has been identified.

POTENTIAL VIOLATION

No legal question has been raised by anyone with standing or expertise in the sources reviewed, so this field is left blank rather than supplied by the ledger.

THEIR RESPONSE

A person close to Don Jr. told Bloomberg he bought the shares on the recommendation of his investment adviser and has no other involvement with the company.

SOURCES

Thumzup Media Corp. (SEC Form S-3/A) Jul 9, 2025 primary

Registration statement for resale by selling stockholders (amended)

archive pending

Selling Stockholders table and footnotes (1), (2), (6) and (8), p. 18; private sale terms on the cover, p. 6 and p. 17; $10.20 last reported price on the cover

Robert A. Steele (SEC Form 4, Thumzup Media Corp.) Jul 8, 2025 primary

Statement of changes in beneficial ownership (sale of 2,500,000 shares at $0.50, July 7, 2025)

archive pending

Thumzup Media Corp. (SEC Form RW) Nov 20, 2025 primary

Request to withdraw registration statement No. 333-288570

archive pending

The Block Jul 9, 2025 news

Thumzup to add XRP, DOGE, and more to bitcoin-led corporate treasury; Trump Jr. takes stake

archive pending

Bloomberg News Jul 9, 2025 news

Trump Jr. Invests in Social Media Firm Building Crypto Hoard

archive pending Paywalled; read in part (opening paragraphs on Bloomberg Tax) and through The Block's account of it

Last verified Nov 13, 2026.

REACH CONGRESS

Committees with jurisdiction over this kind of action:

HOUSE Financial Services

SENATE Banking Housing and Urban Affairs

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Both links go to the official finders. This page stores no contact information.
