

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

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

OMB APPROVAL
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## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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

1. Name and Address of Reporting Person *					2. Issuer Name <b>and</b> Ticker or Trading Symbol							5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
QUINN WII	LIAM G	1		HI	BBI	ETT :	INC [ H	IBE	<b>3</b> ]					Í			
(Last) (First) (Middle)					3. Date of Earliest Transaction (MM/DD/YYYY)							Director10% Owner					
		2/24/2022								X_ Officer (give title below) Other (specify below)  SVP Marketing and Digital							
2700 MILAN		3/21/2023									•	-					
	(Stree	et)		4. I	f Am	endme	nt, Date O	rigin	al Fil	led (MM	/DD	O/YYYY)	6. Individual o	or Joint/G	roup Filing	(Check Appl	icable Line)
BIRMINGHAM, AL 35211												X_Form filed by One Reporting Person Form filed by More than One Reporting Person					
(C	ity) (Star	te) (Zip)		Rul	le 10t	o5-1(c)	Transaction	on In	ndicat	ion							
				l l									made pursuant to ditions of Rule		-		ten plan
		,	Гable I - N	Non-Deri	ivativ	ve Sec	urities Acc	quire	ed, D	isposed	of	, or Be	neficially Owne	d			
1. Title of Security (Instr. 3)				ate 2A. Deemed Execution Date, if any		3. Trans. Code (Instr. 8)		4. Securities Acqu or Disposed of (D (Instr. 3, 4 and 5)		(D)	. ,	5. Amount of Securit Following Reported (Instr. 3 and 4)	ities Beneficially Owned I Transaction(s)		Ownership Form: Direct (D)	Beneficial Ownership	
							Code	V	Amou	ant (A)		Price				or Indirect (I) (Instr. 4)	(Instr. 4)
Common Stock 3/21/202				21/2023	3		M		5544	4 A		\$0 <sup>(1)</sup>	15786			D	
Common Stock 3/21/202				21/2023			F		1738	8 D		\$60.24	14048			D	
	Tab	le II - Deri	vative Sec	curities l	Benef	ficially	Owned (	e.g.,	puts,	calls, v	war	rrants,	options, conver	tible secu	ırities)		
1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	Code	ı	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisand Expiration		on Date Sec Der		Securities	d Amount of Underlying e Security nd 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following	10. Ownership Form of Derivative Security: Direct (D)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
	Sounty			Code	v	(A)	(D)	Date Exer	cisable	Expiration Date	on T	Γitle	Amount or Number of Shares		Reported Transaction(s) (Instr. 4)	or Indirect	
Restricted Stock Units	\$0.0	3/21/2023		M			5544	3/21	/2023	(2)		Common Stock	n 5544.0	\$0	0	D	

## **Explanation of Responses:**

- (1) Each RSU is the economic equivalent of one share of Issuer's common stock. The reporting person has settled the RSUs for stock.
- (2) Service-based RSU award under Amended 2015 Equity Incentive Plan. Units cliff vest four years from the date of grant of 3/21/2019. These shares do not expire.

#### **Reporting Owners**

Panarting Owner Name / Address	Relationships						
Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
QUINN WILLIAM G 2700 MILAN COURT			SVP Marketing and Digital				
BIRMINGHAM, AL 35211							

### Signatures

/s/ William G. Quinn

\*\*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 4(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.

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