FORM 4

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

☐ Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

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

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. I	2. Issuer Name and Ticker or Trading Symbol							5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
BRISKIN JA	RED S			HI	BB	ETT II	NC [H	IBB	3]							
(Last)	(First)	(Mic	ldle)	3. I	3. Date of Earliest Transaction (MM/DD/YYYY)					Director 10% Owner Officer (give title below) Other (specify below)						
2700 MILAN COURT					3/5/2024							EVP, Mercha	indising			
(Street)				4. I	4. If Amendment, Date Original Filed (MM/DD/YYYY)						6. Individual or Joint/Group Filing (Check Applicable Line)					
BIRMINGHAM, AL 35211											X_Form filed by One Reporting Person Form filed by More than One Reporting Person					
(City) (State) (Zip)											1 orni med by	Torin fried by More than One Reporting Letson				
			Table I - N	on-Deri	ivati	ive Secu	rities Ac	quire	ed, D	isposed o	of, or Be	neficially Owne	d			
1. Title of Security (Instr. 3)		2. Tr				3. Trans. Code (Instr. 8)		4. Securities Acquire or Disposed of (D) (Instr. 3, 4 and 5)) `´ []	Amount of Securities Beneficially Owned bllowing Reported Transaction(s) nstr. 3 and 4)		Ownership of Indire Form: Benefici Direct (D) Ownersh	Beneficial Ownership		
							Code	V	Amoi	(A) or (D)	r Price				or Indirect (I) (Instr. 4)	(Instr. 4)
	Tab	le II - Deri	ivative Sec	urities l	Bene	eficially (Owned (e.g.,	puts,	calls, wa	arrants,	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	4. Trans. Code (Instr. 8)	5. Numbo Derivativ Acquired Disposed (Instr. 3,		e Securities (A) or of (D)	6. Date Exercisable and Expiration Date				nderlying Derivative security Security		Ownership Form of Derivative	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
	Security			Code	V	(A)	(D)	Date Exerc	cisable	Expiration Date	Title	Amount or Number of Shares		Following Reported Transaction(s) (Instr. 4)	or Indirect	_
Restricted Stock Units (1)	\$0	3/5/2024		A		5,38	36	3/22/	2024	(1)	Commo	5,386	\$0	5,386	D	

Explanation of Responses:

(1) Performance-based PSU awards under Amended and Restated 2015 Equity Incentive Plan. Performance certified achieved by Issuer's Compensation Committee on March 5, 2024. Units convert to common stock on the third anniversary of the date of grant of March 22, 2021. These shares do not expire; however, they are forfeitable if service condition not met.

Reporting Owners

Panarting Owner Name / Address	10	Relationships						
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
BRISKIN JARED S								
2700 MILAN COURT			EVP, Merchandising					
BIRMINGHAM, AL 35211								

Signatures

/s/ Jared S. Briskin	3/19/2024		
**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.

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 control number.