

[] 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 OMB Number: 3235-0287 Estimated average burden hours per response... 0.5

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)			
QUINN WIL	LIAM G	r					INC [H		-			Director		10%	Owner	
(Last) (First) (Middle)				3. Г	3. Date of Earliest Transaction (MM/DD/YYYY)							_X_ Officer (gir	X_ Officer (give title below) Other (specify below)			
2700 MILAN	COURT	Γ					4/8	3/202	22			SVP Digital (Commerc	e		
	(Stree	et)		4. I	f Am	endme	nt, Date O	rigin	al File	ed (MM/D	D/YYYY	6. Individual o	or Joint/Gi	roup Filing (Check Appl	icable Line)
BIRMINGHAM, AL 35211 (City) (State) (Zip)												X_Form filed by One Reporting Person Form filed by More than One Reporting Person				
(6.	(5			Non-Deri	ivati	ve Seci	urities Acc	quire	ed, Dis	sposed o	of, or Be	neficially Owne	d			
1. Title of Security (Instr. 3) 2. Trans.					ate 2A. Deemed Execution Date, if any		3. Trans. Co (Instr. 8)	de	4. Securities Acquor Disposed of (D (Instr. 3, 4 and 5))	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)		Ownership Form: Bo Direct (D) O	Beneficial Ownership	
							Code	V	Amour	(A) or (D)	Price				(I) (Instr. 4)	(Instr. 4)
Common Stock (1)				/8/2022			M		4167	A	\$0 ⁽²⁾		11507		D	
Common Stock			4/	/8/2022			F		1265	D	\$41.53		10242		D	
	Tabl	le II - Deri	vative Se	curities l	Bene	ficially	Owned (e.g.,	puts,	calls, wa	ırrants,	options, conver	tible secu	rities)		
1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	Date Execu	3A. Deemed Execution Date, if any	Code		Acquired Disposed	ve Securities d (A) or		Date Exercisable Expiration Date		Securities	Underlying e Security	Derivative Security	9. Number of derivative Securities Beneficially Owned Following	Ownership Form of	11. Nature of Indirect Beneficial Ownership (Instr. 4)
	Security			Code	V	(A)	(D)	Date Exerc	cisable 1	Expiration Date	Title	Amount or Number of Shares		Reported Transaction(s) (Instr. 4)	or Indirect	
Restricted Stock Units (1)	\$0.0	4/8/2022		M			4167	4/8/2	2022	<u>(1)</u>	Commo Stock	on 4167.0	\$0	0	D	

Explanation of Responses:

- (1) Service-based RSU award under Amended 2015 Equity Incentive Plan. Units convert to common stock on the first, second and third anniversaries of the date of grant of 4/7/2020. These shares do not expire.
- (2) Each RSU is the economic equivalent of one share of Issuer's common stock. The reporting person has settled the RSUs for stock.

Reporting Owners

reporting 6 where										
Domontino Overnor Nome / Address	Relationships									
Reporting Owner Name / Address	Director	10% Owner	Officer	Other						
QUINN WILLIAM G										
2700 MILAN COURT			SVP Digital Commerce							
BIRMINGHAM, AL 35211										

Signatures

/s/ William G. Quinn

4/8/2022

**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.