

☐ 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. 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 :	INC [H	IBB	3]				,			
(Last)	(First)	(Mic	idle)	3. I	Date (of Earl	iest Transa	ction	1 (MM	/DD/YYY	7)	Director Officer (gi	vo titla kalan		Owner ner (specify	h alauu)
2700 MILAN	I COUDT	г					4/7	//20:	23			EVP, Mercha		,,Oi	iei (specify	below)
2700 WIILAN	(Stree			4 I	fAm	endme	nt, Date O			led (MM/I	D/YYYY)	6. Individual o	or Joint/G	roun Filing	Check Appl	icable Line)
BIRMINGH	AM, AL	35211					int, Dute			iou (mm)		X Form filed b	y One Repor			icuoic Eme)
(C	ity) (Star	te) (Zip)	Rul	le 10	b5-1(c)	Transacti	on In	ndicat	ion						
												made pursuant to aditions of Rule				en plan
			Table I - I	Non-Der	ivati	ve Sec	urities Acc	quire	ed, D	isposed (of, or Be	neficially Owne	ed			
1. Title of Security (Instr. 3)			2. Trans. Date Execution Date, if any 2. Trans. Code (Instr. 8) 3. Trans. Code (Instr. 8) 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)			6. Ownership Form: Direct (D)	7. Nature of Indirect Beneficial Ownership									
							Code	V	Amou	(A) or	Price				or Indirect (I) (Instr. 4)	(Instr. 4)
Common Stock			4.	/7/2023			M		8000) A	\$0 ⁽¹⁾	4	5049 (2)		D	
Common Stock			4	/7/2023			F		2450) D	\$59.01		42599		D	
	Tab	le II - Deri	ivative Se	curities l	Bene	ficially	Owned (e.g.,	puts,	calls, w	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	Code	de Derivati str. 8) Acquire Dispose		ve Securities d (A) or		Date Exercisable d Expiration Date		Securities	d Amount of Underlying e Security nd 4)	nderlying Derivative Security Security		Ownership Form of Derivative	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				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	\$0.0	4/7/2023		M			8000	4/7/2	2023	(3)	Commo Stock	n 8000.0	\$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) Shares trued up to reflect stock purchased through the Issuer's 2015 Employee Stock Purchase Plan since the last filing on Statement of Changes in Beneficial Ownership on Form 4.
- (3) Service-based RSU award under Amended and Restated 2015 Equity Incentive Plan. There is no expiration date.

Reporting Owners

Reporting Owner Name / Address	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

4/10/2023

**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.