

[] 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. Issuer Name and Ticker or Trading Symbol							5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
BRISKIN J <i>A</i>	ARED S			H	IBB	ETT	SPORT	SI	NC [HIBE	B]			nicable)			
(Last) (First) (Middle)				3.]	3. Date of Earliest Transaction (MM/DD/YYYY)								Director 10% Owner Officer (give title below) Other (specify below)				
2700 MILAN COURT						5/6/2021								SVP and Chief Merchant			
	(Stre	et)		4.]	If Ar	nendme	ent, Date C	Origi	nal Fi	led (MM	/DD/Y	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) (Sta	te) (Zip)														
		,	Table I -	Non-Der	rivat	ive Sec	urities Ac	quir	ed, D	isposed	of, o	or Ben	eficially Owne	ed			
1.Title of Security (Instr. 3) 2. Trans. D				ate 2A. Deemed Execution Date, if any		3. Trans. Co (Instr. 8)	ode	de 4. Securities or Disposed (Instr. 3, 4 a		f(D) F		Following Reported Transaction(s) (Instr. 3 and 4)		Ownership Form:	Ownership of Indirect Form: Beneficial		
							Code	V	Amou	(A) (D)		Price					Ownership (Instr. 4)
Common Stock (1) 5/6/2021				5/6/2021			M		2429	A	\$0	₃₀ (2)	21344		D		
Common Stock 5/6/2021				5/6/2021			F		1102	D	\$8	80.35	20242			D	
	Tab	le II - Der	ivative S	ecurities	Ben	eficiall	y Owned ((e.g.,	, puts	, calls, v	varra	ants, o	options, conver	tible secu	ırities)		
Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security		3A. Deeme Execution Date, if any	4. Trans. Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date			Secu		Inderlying Security	lying Derivative	Securities Beneficially Owned	Ownership Form of Derivative Security:	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exerc	cisable	Expiration Date Title		le	Amount or Number of Shares		Following Reported Transaction(s) (Instr. 4)	Direct (D) or Indirect (I) (Instr. 4)	
Restricted Stock Units (1)	\$0.0	5/6/2021		М			2429	5/6/	2021	<u>(1)</u>		ommon Stock	2429.0	\$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 and second anniversaries of the date of grant of 5/6/2019. 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 Owners									
Paparting Owner Name / Address	Relationships								
Reporting Owner Name / Address	Director	10% Owner	Officer	Other					
BRISKIN JARED S									
2700 MILAN COURT			SVP and Chief Merchant						
BIRMINGHAM, AL 35211									

Signatures

/s/ Jared S. Briskin 5/7/2021

**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.