### 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

☐ 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)					
QUINN WIL	LIAM G	<b>1</b>		HI	BB	ETT I	NC [ H	IBE	3]			Director		100		
(Last)	(First)	(Mic	ldle)	3. I	3. Date of Earliest Transaction (MM/DD/YYYY)					Director10% Owner  X Officer (give title below) Other (specify below)						
2700 MILAN COURT					3/5/2024							SVP Marketing and Digital				
(Street)				4. I	4. If Amendment, Date Original Filed (MM/DD/YYYY)						D/YYYY)	6. Individual or Joint/Group Filing (Check Applicable Line)				
BIRMINGH	AM, AL	35211										X Form filed b		ting Person One Reporting I	Person	
(City) (State) (Zip)																
			Table I - N	lon-Der	ivati	ive Secu	rities Ac	quire	ed, D	isposed o	of, or Bei	neficially Owne	d			
1. Title of Security (Instr. 3)  2. Trans. I				Date 2A. Deemed Execution Date, if any		3. Trans. Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		) ` E	Following Reported Transaction(s)  Ownership Form: Benefic Direct (D) Ownership Form: Ownership Ownership Form: Ownership Owne			Beneficial Ownership		
							Code	V	Amo	unt (A) or	r Price				or Indirect (I) (Instr. 4)	(Instr. 4)
	Tab	le II - Deri	ivative Sec	curities 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)			e Securities (A) or of (D)	6. Date Exercisable and Expiration Date					f 9. Number of derivative Securities Beneficially Owned Following	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		Reported Transaction(s) (Instr. 4)	or Indirect	
Restricted Stock Units (1)	\$0	3/5/2024		A		4,6	18	3/22	/2024	(1)	Commor Stock	4,618	\$0	4,618	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 Overnor Nama / Address	10	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	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.