FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

| _      |    |             |    |        |       |
|--------|----|-------------|----|--------|-------|
| $\sim$ | MR | $\Lambda D$ | 00 | $\cap$ | / N I |
|        |    |             |    |        |       |

|   | OMB Number:              | 3235-0287 |
|---|--------------------------|-----------|
| ı | Estimated average burden |           |
| ı | hours per response:      | 0.5       |

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

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| Name and Address of Reporting Person      LOVELAND CURTIS A |  |          | 2. Issuer Name <b>and</b> Ticker or Trading Symbol ROCKY BRANDS, INC. [ RCKY ]   | Relationship of Reporting Person(s) to Issuer (Check all applicable) |                               |                                 |  |  |  |  |
|---|--|----------|--|--|-------------------------------|---------------------------------|--|--|--|--|
| (Last) (First) (Middle)                                     |  | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year) 04/01/2023  | X  | Officer (give title<br>below) | 10% Owner Other (specify below) |  |  |  |  |
| PORTER, WRIGHT, MORRIS & ARTHUR LLP                         |  |          |  | Assistant Secretary  |                               |                                 |  |  |  |  |
| 41 SOUTH HIGH STREET  |  |          | 4. If Amendment, Date of Original Filed (Month/Day/Year)   | 6. Individual or Joint/Group Filing (Check Applicable Line)          |                               |                                 |  |  |  |  |
| (Street)  |  |          |  | X  | Form filed by One Reporting   |                                 |  |  |  |  |
| [` '  |  | 43215    |  | Form filed by More than One Reporting Person                         |                               |                                 |  |  |  |  |
| COLUMBOS OII 43213  |  |          | Rule 10b5-1(c) Transaction Indication  |  |                               |                                 |  |  |  |  |
| (City) (State) (Zip)  |  |          | 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. |  |                               |                                 |  |  |  |  |

## Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transaction<br>Code (Instr.<br>8) |   | 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) |               |          | 5. Amount of<br>Securities<br>Beneficially Owned<br>Following Reported | 6. Ownership<br>Form: Direct (D)<br>or Indirect (I)<br>(Instr. 4) | Beneficial<br>Ownership      |
|---------------------------------|--|---|---|---|---|---------------|----------|--|---|------------------------------|
|                                 |  |   | Code                                    | v | Amount  | (A) or<br>(D) | Price    | Transaction(s)<br>(Instr. 3 and 4)                                     |   | (Instr. 4)                   |
| Common Stock, without par value | 04/01/2023                                 |   | A                                       |   | 780   | A             | \$0.0000 | 95,958   | D   |                              |
| Common Stock, without par value |  |   |   |   |   |               |          | 11,000   | I   | Held in<br>Keogh<br>account. |

## Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security (Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | Transaction<br>Code (Instr.<br>8) |  | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D) (Instr. 3, 4<br>and 5) |   | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |     | 7. Title and Amount of<br>Securities Underlying<br>Derivative Security<br>(Instr. 3 and 4) |                    | Derivative<br>Security<br>(Instr. 5) |                                     | Ownership<br>Form:<br>Direct (D) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |  |
|--|---|---|-----------------------------------|--|--|---|--|-----|--|--------------------|--------------------------------------|-------------------------------------|----------------------------------|--|--|--|
|  |   |   |                                   |  | Code   | v | (A)  | (D) | Date<br>Exercisable  | Expiration<br>Date | Title                                | Amount<br>or<br>Number<br>of Shares |                                  | Transaction(s)<br>(Instr. 4)                                       |  |  |

Explanation of Responses:

Jeremy D. Siegfried, Attorney-in-

Fact

\*\* Signature of Reporting Person

04/04/2023

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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 Number.

 $<sup>^{\</sup>star}$  If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

<sup>\*\*</sup> Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).