Form 144 Filer Information

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK	0000905223
Filer CCC	XXXXXXX
Is this a LIVE or TEST Filing?	
Submission Contact Information	
Name	
Phone	
E-Mail Address	

144: Issuer Information

Name of Issuer	ROCKY BRANDS, INC.
SEC File Number	001-34382
Address of Issuer	39 EAST CANAL STREET NELSONVILLE OHIO 45764
Phone	6147531951
Name of Person for Whose Account the Securities are To Be Sold	LOVELAND CURTIS A

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer

Director

144: Securities Information

Title of the Class of Securities To Be Sold	Common
Name and Address of the Broker	FIDELITY BROKERAGE SERVICES LLC 245 SUMMER STREET BOSTON MA 02110
Number of Shares or Other Units To Be Sold	11000
Aggregate Market Value	392040.00
Number of Shares or Other Units Outstanding	7417546
Approximate Date of Sale	05/06/2024
Name the Securities Exchange	NASDAQ

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or

144: Securities To Be Sold	
Title of the Class	Common
Date you Acquired	03/17/2020
Nature of Acquisition Transaction	Purchase
Name of Person from Whom Acquired	Issuer
Is this a Gift?	Date Donor Acquired
Amount of Securities Acquired	1000
Date of Payment	03/17/2020
Nature of Payment	cash

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

144: Securities To Be Sold

Title of the Class	Common
Date you Acquired	03/13/2020
Nature of Acquisition Transaction	Purchase
Name of Person from Whom Acquired	Issuer
Is this a Gift?	Date Donor Acquired
Amount of Securities Acquired	4192
Date of Payment	03/13/2020
Nature of Payment	cash

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

144: Securities To Be Sold	
Title of the Class	Common
Date you Acquired	03/13/2020
Nature of Acquisition Transaction	Purchase
Name of Person from Whom Acquired	Issuer
Is this a Gift?	Date Donor Acquired
Amount of Securities Acquired	2808
Date of Payment	03/13/2020
Nature of Payment	cash

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

144: Securities To Be Sold

Title of the Class	Common
Date you Acquired	08/24/2016
Nature of Acquisition Transaction	Purchase
Name of Person from Whom Acquired	Issuer
Is this a Gift?	Date Donor Acquired
Amount of Securities Acquired	2000
Date of Payment	08/24/2016
Nature of Payment	cash

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

144: Securities To Be Sold

Title of the Class	Common	
Date you Acquired	08/24/2016	
Nature of Acquisition Transaction	Purchase	
Name of Person from Whom Acquired	Issuer	
Is this a Gift?	Date Donor Acquired	
Amount of Securities Acquired	500	
Date of Payment	08/24/2016	
Nature of Payment	cash	

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

144: Securities To Be Sold

Title of the Class	Common
Date you Acquired	12/08/2015
Nature of Acquisition Transaction	Purchase
Name of Person from Whom Acquired	Issuer
Is this a Gift?	Date Donor Acquired
Amount of Securities Acquired	200
Date of Payment	12/08/2015

Nature of Payment

cash

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

144: Securities To Be Sold	
Title of the Class	Common
Date you Acquired	12/08/2015
Nature of Acquisition Transaction	Purchase
Name of Person from Whom Acquired	Issuer
Is this a Gift?	Date Donor Acquired
Amount of Securities Acquired	300
Date of Payment	12/08/2015
Nature of Payment	cash

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Nothing to Report

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144: Remarks and Signature

Remarks

Date of Notice

05/06/2024

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature

/s/ Carmen Zamores as a duly authorized representative of Fidelity Brokerage Services LLC, as attorney-in-fact for LOVELAND CURTIS A

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)