

144: Filer Information

Filer CIK	<input type="text" value="0000905223"/>
Filer CCC	<input type="text" value="XXXXXXXX"/>
Is this a LIVE or TEST Filing?	<input checked="" type="radio"/> LIVE <input type="radio"/> TEST

Submission Contact Information

Name	<input type="text"/>
Phone	<input type="text"/>
E-Mail Address	<input type="text"/>

144: Issuer Information

Name of Issuer	<input type="text" value="ROCKY BRANDS, INC."/>
SEC File Number	<input type="text" value="001-34382"/>
Address of Issuer	<input type="text" value="39 EAST CANAL STREET
NELSONVILLE
OHIO
45764"/>
Phone	<input type="text" value="6147531951"/>
Name of Person for Whose Account the Securities are To Be Sold	<input type="text" value="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	<input type="text" value="Director"/>
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144: Securities Information

Title of the Class of Securities To Be Sold	<input type="text" value="Common"/>
Name and Address of the Broker	<input type="text" value="FIDELITY BROKERAGE SERVICES LLC
245 SUMMER STREET
BOSTON
MA
02110"/>
Number of Shares or Other Units To Be Sold	<input type="text" value="3494"/>
Aggregate Market Value	<input type="text" value="124526.00"/>
Number of Shares or Other Units Outstanding	<input type="text" value="7417546"/>
Approximate Date of Sale	<input type="text" value="05/06/2024"/>
Name the Securities Exchange	<input type="text" value="NASDAQ"/>

any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the Class	Common
Date you Acquired	01/04/2021
Nature of Acquisition Transaction	Board Compensation
Name of Person from Whom Acquired	Issuer
Is this a Gift?	<input type="checkbox"/> Date Donor Acquired
Amount of Securities Acquired	285
Date of Payment	01/04/2021
Nature of Payment	Board Compensation

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	10/02/2020
Nature of Acquisition Transaction	Board Compensation
Name of Person from Whom Acquired	Issuer
Is this a Gift?	<input type="checkbox"/> Date Donor Acquired
Amount of Securities Acquired	301
Date of Payment	10/02/2020
Nature of Payment	Board Compensation

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	07/01/2020
Nature of Acquisition Transaction	Board Compensation
Name of Person from Whom Acquired	Issuer
Is this a Gift?	<input type="checkbox"/> Date Donor Acquired
Amount of Securities Acquired	364
Date of Payment	07/01/2020
Nature of Payment	Board Compensation

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	04/01/2020
Nature of Acquisition Transaction	Board Compensation
Name of Person from Whom Acquired	Issuer

Is this a Gift? Date Donor Acquired

Amount of Securities Acquired	387
Date of Payment	04/01/2020
Nature of Payment	Board Compensation

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	01/04/2020
Nature of Acquisition Transaction	Board Compensation
Name of Person from Whom Acquired	Issuer

Is this a Gift? Date Donor Acquired

Amount of Securities Acquired	254
Date of Payment	01/04/2020
Nature of Payment	Board Compensation

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	10/01/2019
Nature of Acquisition Transaction	Board Compensation
Name of Person from Whom Acquired	Issuer

Is this a Gift? Date Donor Acquired

Amount of Securities Acquired	225
Date of Payment	10/01/2019

Nature of Payment

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

Date you Acquired

Nature of Acquisition Transaction

Name of Person from Whom Acquired

Is this a Gift? Date Donor Acquired

Amount of Securities Acquired

Date of Payment

Nature of Payment

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

Date you Acquired

Nature of Acquisition Transaction

Name of Person from Whom Acquired

Is this a Gift? Date Donor Acquired

Amount of Securities Acquired

Date of Payment

Nature of Payment

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144: Securities To Be Sold

Title of the Class

Date you Acquired

Nature of Acquisition Transaction

Name of Person from Whom Acquired

Is this a Gift? Date Donor Acquired

Amount of Securities Acquired

Date of Payment	01/02/2019
Nature of Payment	Board Compensation

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	10/01/2018
Nature of Acquisition Transaction	Board Compensation
Name of Person from Whom Acquired	Issuer

Is this a Gift?	<input type="checkbox"/> Date Donor Acquired	
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Amount of Securities Acquired	175
Date of Payment	10/01/2018
Nature of Payment	Board Compensation

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	07/02/2018
Nature of Acquisition Transaction	Board Compensation
Name of Person from Whom Acquired	Issuer

Is this a Gift?	<input type="checkbox"/> Date Donor Acquired	
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Amount of Securities Acquired	301
Date of Payment	07/02/2018
Nature of Payment	Board Compensation

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	04/02/2018
Nature of Acquisition Transaction	Board Compensation
Name of Person from Whom Acquired	Issure

Is this a Gift?	<input type="checkbox"/> Date Donor Acquired	
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Amount of Securities Acquired	326
Date of Payment	04/02/2018
Nature of Payment	Board Compensation

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

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