

**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&lt;br/&gt;NELSONVILLE&lt;br/&gt;OHIO&lt;br/&gt;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&lt;br/&gt;245 SUMMER STREET&lt;br/&gt;BOSTON&lt;br/&gt;MA&lt;br/&gt;02110"/>
Number of Shares or Other Units To Be Sold	<input type="text" value="4000"/>
Aggregate Market Value	<input type="text" value="148400.00"/>
Number of Shares or Other Units Outstanding	<input type="text" value="7423181"/>
Approximate Date of Sale	<input type="text" value="06/07/2024"/>
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	06/07/2024
Nature of Acquisition Transaction	Stock Option Exercise
Name of Person from Whom Acquired	Issuer

Is this a Gift?  Date Donor Acquired

Amount of Securities Acquired	4000
Date of Payment	06/07/2024
Nature of Payment	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

Name and Address of Seller	Curtis A. Loveland 39 East Canal Street Nelsonville OH 45764
Title of Securities Sold	Rocky Brands Inc
Date of Sale	05/06/2024
Amount of Securities Sold	7587
Gross Proceeds	270451.60

## 144: Securities Sold During The Past 3 Months

Name and Address of Seller	Curtis A Loveland 39 East Canal Street Nelsonville OH 45764
Title of Securities Sold	Rocky Brands Inc
Date of Sale	05/07/2024
Amount of Securities Sold	2126
Gross Proceeds	74913.44

## 144: Remarks and Signature

Remarks	<input type="text"/>
Date of Notice	06/10/2024

**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/ Daniel Gardea 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)***