

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

XXXXXXXX

Is this a LIVE or TEST Filing?

☒ LIVE ☐ TEST

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
02110Number of Shares or Other Units To Be
Sold

14556

Aggregate Market Value

416010.48

Number of Shares or Other Units
Outstanding

7468341

Approximate Date of Sale

10/30/2025

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

any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the Class	Common
Date you Acquired	03/17/2020
Nature of Acquisition Transaction	Stock Award
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	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	03/13/2020
Nature of Acquisition Transaction	Stock Award
Name of Person from Whom Acquired	ISSUER

Is this a Gift?

☐ Date Donor Acquired

Amount of Securities Acquired	3781
Date of Payment	03/13/2020
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.

144: Securities To Be Sold

Title of the Class	COMMON
Date you Acquired	01/04/2021
Nature of Acquisition Transaction	STOCK AWARD
Name of Person from Whom Acquired	ISSUER

Is this a Gift?

☐ Date Donor Acquired

Amount of Securities Acquired	285
Date of Payment	01/04/2021
Nature of Payment	N/A

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	STOCK AWARD
Name of Person from Whom Acquired	ISSUER

Is this a Gift?

☐ Date Donor Acquired

Amount of Securities Acquired	302
Date of Payment	10/02/2020
Nature of Payment	N/A

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	STOCK AWARD
Name of Person from Whom Acquired	ISSUER

Is this a Gift?

☐ Date Donor Acquired

Amount of Securities Acquired	364
Date of Payment	07/01/2020
Nature of Payment	N/A

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	STOCK AWARD
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

N/A

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

STOCK AWARD

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

N/A

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

STOCK AWARD

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

N/A

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

07/02/2019

Nature of Acquisition Transaction

STOCK AWARD

Name of Person from Whom Acquired

ISSUER

Is this a Gift?

☐ Date Donor Acquired

Amount of Securities Acquired

274

Date of Payment	07/02/2019
Nature of Payment	N/A

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	04/01/2019
Nature of Acquisition Transaction	STOCK AWARD
Name of Person from Whom Acquired	ISSUER

Is this a Gift?	☐ Date Donor Acquired	
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Amount of Securities Acquired	313
Date of Payment	04/01/2019
Nature of Payment	N/A

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	01/02/2019
Nature of Acquisition Transaction	STOCK AWARD
Name of Person from Whom Acquired	ISSUER

Is this a Gift?	☐ Date Donor Acquired	
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Amount of Securities Acquired	288
Date of Payment	01/02/2019
Nature of Payment	N/A

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	STOCK AWARD
Name of Person from Whom Acquired	ISSUER

Is this a Gift?	☐ Date Donor Acquired	
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Amount of Securities Acquired	175
Date of Payment	10/01/2018
Nature of Payment	N/A

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	STOCK AWARD
Name of Person from Whom Acquired	ISSUER

Is this a Gift?

☐ Date Donor Acquired

Amount of Securities Acquired	301
Date of Payment	07/02/2018
Nature of Payment	N/A

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	STOCK AWARD
Name of Person from Whom Acquired	ISSUER

Is this a Gift?

☐ Date Donor Acquired

Amount of Securities Acquired	326
Date of Payment	04/02/2018
Nature of Payment	N/A

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	01/12/2006
Nature of Acquisition Transaction	STOCK AWARD
Name of Person from Whom Acquired	ISSUER

Is this a Gift?	☐ Date Donor Acquired	
Amount of Securities Acquired	500	
Date of Payment	01/12/2006	
Nature of Payment	N/A	

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	01/03/2005	
Nature of Acquisition Transaction	STOCK AWARD	
Name of Person from Whom Acquired	ISSUER	

Is this a Gift?	☐ Date Donor Acquired	
Amount of Securities Acquired	335	
Date of Payment	01/03/2005	
Nature of Payment	N/A	

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	01/02/2004	
Nature of Acquisition Transaction	STOCK AWARD	
Name of Person from Whom Acquired	ISSUER	

Is this a Gift?	☐ Date Donor Acquired	
Amount of Securities Acquired	446	
Date of Payment	01/02/2004	
Nature of Payment	N/A	

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	10/30/2025	
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	5000	
Date of Payment	10/30/2025	
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

Nothing to Report	☒
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144: Remarks and Signature

Remarks	
Date of Notice	10/30/2025

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/ Cristina Garcia, 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)