

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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

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

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

☐ Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

1. Name and Address of Reporting Person * <u>LOVELAND CURTIS A</u> (Last) (First) (Middle) <u>PORTER, WRIGHT, MORRIS & ARTHUR LLP</u> <u>41 SOUTH HIGH STREET</u> (Street) <u>COLUMBUS OH 43215</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>ROCKY BRANDS, INC. [RCKY]</u> 3. Date of Earliest Transaction (Month/Day/Year) <u>11/04/2025</u> 4. If Amendment, Date of Original Filed (Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) ☒ Director 10% Owner ☒ Officer (give title below) Other (specify below) <u>Assistant Secretary</u> 6. Individual or Joint/Group Filing (Check Applicable Line) ☒ Form filed by One Reporting Person Form filed by More than One Reporting Person
---	--	---

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

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock, without par value	11/04/2025		M		5,000	A	\$28.07	105,229	D	
Common Stock, without par value	11/04/2025		S		4,000	D	\$28.8 ⁽¹⁾	101,229	D	
Common Stock, without par value	11/05/2025		S		1,000	D	\$28.75 ⁽²⁾	100,229	D	
Common Stock, without par value	11/06/2025		S		4,775	D	\$32.43 ⁽³⁾	95,454	D	
Common Stock, without par value	11/05/2025		S		2,619	D	\$29.65 ⁽⁴⁾	2,162	I	Held in Keogh account.
Common Stock, without par value	11/06/2025		S		2,162	D	\$32.39	0.0000	I	Held in Keogh account.

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option (right to buy)	\$28.07	11/04/2025		M			5,000	(5)	01/04/2026	Common Stock, without par value	5,000	\$0.0000	0.0000	D	

Explanation of Responses:

- Price represents a weighted average of the sale price. Shares were sold at prices ranging from \$28.75 to \$28.80. Upon the request by the SEC staff, the Issuer, or a security holder of the Issuer, the reporting person will provide the full information about the number of shares sold at each separate price.
- Price represents a weighted average of the sale price. Shares were sold at prices ranging from \$28.75 to \$28.82. Upon the request by the SEC staff, the Issuer, or a security holder of the Issuer, the reporting person will provide the full information about the number of shares sold at each separate price.
- Price represents a weighted average of the sale price. Shares were sold at prices ranging from \$32.38 to \$32.62. Upon the request by the SEC staff, the Issuer, or a security holder of the Issuer, the reporting person will provide the full information about the number of shares sold at each separate price.
- Price represents a weighted average of the sale price. Shares were sold at prices ranging from \$29.63 to \$29.85. Upon the request by the SEC staff, the Issuer, or a security holder of the Issuer, the reporting person will provide the full information about the number of shares sold at each separate price.
- Options became fully vested on December 31, 2021.

Jeremy D. Siegfried, Attorney-in-Fact 11/06/2025

** Signature of Reporting Person Date

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

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

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

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

