

FORM 4

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

OMB APPROVAL	
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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).

(Print or Type Responses)

1. Name and Address of Reporting Person * HEYER ANDREW R			2. Issuer Name and Ticker or Trading Symbol Lovesac Co [LOVE]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)		
(Last) (First) (Middle) C/O MISTRAL EQUITY PARTNERS, 650 FIFTH AVENUE, 10TH FLOOR			3. Date of Earliest Transaction (Month/Day/Year) 01/13/2020					
(Street) NEW YORK, NY 10019			4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person		
(City) (State) (Zip)			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, par value \$0.00001	01/13/2020		P		15,000	A	\$ 12.9882 (1)	31,960	D	
Common Stock, par value \$0.00001	01/14/2020		P		5,000	A	\$ 12.2866 (2)	36,960	D	
Common Stock, par value \$0.00001								2,193,599	I	See Footnote (3) (4)
Common Stock, par value \$0.00001								430,304	I	See Footnote (3) (5)
Common Stock, par value \$0.00001								154,433	I	See Footnote (3) (6)

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

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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 Underlying Securities (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 of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		(A)	(D)	Date Exercisable	Expiration Date				
Restricted Stock Units	(7)						(8)	(8)	Common Stock	3,245		3,245	D	
Restricted Stock Units	(7)						(9)	(9)	Common Stock	3,245		3,245	D	

Warrants to Purchase Common Stock	\$ 16						05/30/2017	06/29/2021	Common Stock	75,000		75,000	I	See Footnote (3) (4)
Warrants to Purchase Common Stock	\$ 16						05/30/2017	06/29/2021	Common Stock	90,000		90,000	I	See Footnote (3) (10)
Warrants to Purchase Common Stock	\$ 16						10/19/2017	06/29/2021	Common Stock	74,200		74,200	I	See Footnote (3) (6)

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HEYER ANDREW R C/O MISTRAL EQUITY PARTNERS 650 FIFTH AVENUE, 10TH FLOOR NEW YORK, NY 10019	X	X		

Signatures

/s/ Andrew R. Heyer	01/15/2020
<small>Signature of Reporting Person</small>	<small>Date</small>

Explanation of Responses:

- * 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).
- (1) The price represents the weighted average purchase price for multiple transactions reported on this line. The prices of the transactions ranged from \$12.53 to \$13.17, inclusive. Upon request of the SEC staff or the issuer, the reporting person will provide full information regarding the number of shares purchased at each separate price.
- (2) The price represents the weighted average purchase price for multiple transactions reported on this line. The prices of the transactions ranged from \$12.26 to \$12.30, inclusive. Upon request of the SEC staff or the issuer, the reporting person will provide full information regarding the number of shares purchased at each separate price.
- By reason of the provisions of Rule 16a-1 of the Exchange Act, Mr. Heyer may be deemed to have beneficial ownership of certain of the securities that are beneficially owned by Mistral
- (3) Sac Holdings 2, LLC ("MSH2"), Mistral Sac Holdings 3, LLC ("MSH3"), Mistral Sac Holdings 4, LLC ("MSH4") and the Mistral Funds (as defined below). Mr. Heyer disclaims beneficial ownership of the securities owned by MSH2, MSH3, MSH4 and the Mistral Funds, except to the extent of Mr. Heyer's pecuniary interest therein.
- (4) These securities are held by Mistral Equity Partners, LP, Mistral Equity Partners QP, LP and MEP Co-Invest, LLC (collectively, the "Mistral Funds"), each of which is controlled by Mr. Heyer.
- (5) These securities are held by MSH2.
- (6) These securities are held by MSH4.
- (7) Each restricted stock unit ("RSU") represents the contingent right to receive, upon vesting of the RSU, one share of the registrant's common stock.
- (8) The reporting person received a grant of 3,245 RSUs, of which 100% are subject vesting on the first anniversary of the October 2, 2019 grant date.
- (9) The reporting person received a grant of 3,245 RSUs, of which 50% are subject vesting on the first anniversary of the October 2, 2019 grant date and 50% are subject vesting on the second anniversary of the grant date.
- (10) These securities are held by MSH3.

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

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