

FORM 4

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

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

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

(Print or Type Responses)

1. Name and Address of Reporting Person * Satori Capital, LLC		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 type="checkbox"/> 10% Owner Officer (give title below) <input checked="" type="checkbox"/> Other (specify below)	
(Last) 2501 N. HARWOOD ST., 20TH FLOOR,	(First) 2501 N. HARWOOD ST., 20TH FLOOR,	(Middle) 2501 N. HARWOOD ST., 20TH FLOOR,	3. Date of Earliest Transaction (Month/Day/Year) 07/12/2021		Affiliate of reporting person
(Street) DALLAS, TX 75201		4. If Amendment, Date Original Filed(Month/Day/Year)		6. Individual or Joint/Group Filing(Check Applicable Line) <input type="checkbox"/> Form filed by One Reporting Person <input checked="" 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	07/12/2021		S		7,400	D	\$ 69.06 (1)	939,857	I	See footnote (2)
Common Stock	07/13/2021		S		14,979	D	\$ 65.7 (1)	924,878	I	See footnote (2)
Common Stock	07/13/2021		S		8,826	D	\$ 66.81 (1)	916,052	I	See footnote (2)
Common Stock	07/13/2021		S		4,795	D	\$ 67.63 (1)	911,257	I	See footnote (2)

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		Date Exercisable	Expiration Date					

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Satori Capital, LLC 2501 N. HARWOOD ST., 20TH FLOOR DALLAS, TX 75201	X			Affiliate of reporting person

Grafer John Richard C/O THE LOVESAC COMPANY TWO LANDMARK SQUARE, SUITE 300 STAMFORD, CT 06901	X			
SCGPM, LLC 2501 N. HARWOOD ST., 20TH FLOOR DALLAS, TX 75201				Affiliate of reporting person
Satori Capital Strategic Opportunities GP, LLC 2501 N. HARWOOD ST., 20TH FLOOR DALLAS, TX 75201				Affiliate of reporting person
Satori Capital III GP, LLC 2501 N. HARWOOD ST., 20TH FLOOR DALLAS, TX 75201				Affiliate of reporting person
Satori Capital Strategic Opportunities, LP 2501 N. HARWOOD ST., 20TH FLOOR DALLAS, TX 75201				Affiliate of reporting person
Satori Capital III, LP 2501 N. HARWOOD ST., 20TH FLOOR DALLAS, TX 75201				Affiliate of reporting person
VANDERBECK SUNNY 2501 N. HARWOOD ST., 20TH FLOOR DALLAS, TX 75201				Affiliate of reporting person
Eisenman Randy 2501 N. HARWOOD ST., 20TH FLOOR DALLAS, TX 75201				Affiliate of reporting person

Signatures

Satori Capital, LLC By: /s/ Sunny Vanderbeck Title: President		07/14/2021
<u>Signature of Reporting Person</u>		Date
/s/ John Richard Grafer		07/14/2021
<u>Signature of Reporting Person</u>		Date
SCGPM, LLC By: /s/ Sunny Vanderbeck Title: President		07/14/2021
<u>Signature of Reporting Person</u>		Date
Satori Capital Strategic Opportunities GP, LLC By: SCGPM, LLC, its Manager, By: /s/ Sunny Vanderbeck Title: President		07/14/2021
<u>Signature of Reporting Person</u>		Date
Satori Capital III GP, LLC By: SCGPM, LLC, its Manager, By: /s/ Sunny Vanderbeck Title: President		07/14/2021
<u>Signature of Reporting Person</u>		Date
Satori Capital Strategic Opportunities, LP By: Satori Capital Strategic Opportunities GP, LLC, its General Partner, By: SCGPM, LLC, its Manager, By: /s/ Sunny Vanderbeck Title: President		07/14/2021
<u>Signature of Reporting Person</u>		Date
Satori Capital III, LP By: Satori Capital III GP, LLC, its General Partner, By: SCGPM, LLC, its Manager, By: /s/ Sunny Vanderbeck Title: President		07/14/2021
<u>Signature of Reporting Person</u>		Date
/s/ Sunny Vanderbeck		07/14/2021
<u>Signature of Reporting Person</u>		Date

/s/ Randy Eisenman

07/14/2021



Date

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 reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from (a) with respect to the weighted average price of \$69.06: \$68.63 to \$69.42, inclusive, (b) with respect to the weighted average price of \$65.70: \$65.27 to \$66.075, inclusive, (c) with respect to the weighted average price of \$66.81: \$66.37 to \$67.355, inclusive and (d) with respect to the weighted average price of \$67.63: \$67.38 to \$68.00, inclusive. The reporting person undertakes to provide to The Lovesac Company, any security holder of The Lovesac Company, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in footnote (1).

(2) Satori Capital Strategic Opportunities GP, LLC ("Satori CSOGP"), is the general partner of Satori Capital Strategic Opportunities, LP ("Satori CSO") and Satori Capital III GP, LLC ("SCHIIGP"), is the general partner of Satori Capital III, LP ("SCIII"). SCGPM, LLC ("SCGPM") is the manager of Satori CSOGP and SCHIIGP and may be deemed to share voting and dispositive power with respect to the shares held by Satori CSO and SCIII. SCGPM is wholly owned and controlled by Satori Capital, LLC ("Satori Capital"), which is indirectly owned and controlled by Sunny Vanderbeck and Randy Eisenman through entities that Sunny Vanderbeck or Randy Eisenman own or control. By reason of the provisions of Rule 16a-1 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), Mr. Grafer may be deemed to have beneficial ownership of certain of the securities that are beneficially owned by Satori CSO and SCIII. Mr. Grafer disclaims beneficial ownership of the securities owned by Satori CSO and SCIII, and the filing of this Form 4 shall not be deemed an admission that Mr. Grafer is the beneficial owner of the securities for purposes of Section 16 of the Exchange Act or for any other purpose.

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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