

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>HEYER ANDREW R</u> (Last) (First) (Middle) <u>C/O THE LOVESAC COMPANY</u> <u>TWO LANDMARK SQUARE, SUITE 300</u> (Street) <u>STAMFORD CT 06901</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Lovesac Co [LOVE]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) <u>04/16/2024</u>	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> 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, par value \$0.00001	04/16/2024		P		3,774	A	\$18.7358 ⁽¹⁾	235,292	D	
Common Stock, par value \$0.00001	04/16/2024		P		3,856	A	\$18.7578 ⁽²⁾	3,856	I	By spouse ⁽³⁾
Common Stock, par value \$0.00001	04/17/2024		P		6,226	A	\$20.23 ⁽⁴⁾	241,518	D	
Common Stock, par value \$0.00001	04/17/2024		P		6,144	A	\$20.24 ⁽⁵⁾	10,000	I	By spouse ⁽³⁾
Common Stock, par value \$0.00001	04/17/2024		P		2,000	A	\$20.2	37,282	I	By Heyer Investment Management LLC ⁽³⁾⁽⁶⁾
Common Stock, par value \$0.00001								30,100	I	See footnotes ⁽³⁾⁽⁷⁾
Common Stock, par value \$0.00001								19,891	I	By Andrew R. Heyer 2007 Associates L.P. ⁽³⁾
Common Stock, par value \$0.00001								1,749	I	By MEP Co-Invest, LLC ⁽³⁾

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					

Explanation of Responses:

- The price reported is a weighted average price. These shares were purchased in multiple transactions at prices ranging from \$18.58 to \$19.00. The reporting person undertakes to provide to the Issuer, any security holders of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each price within the range set forth in footnotes (1), (2), (4) and (5) to this Form 4.
- The price reported is a weighted average price. These shares were purchased in multiple transactions at prices ranging from \$18.60 to \$19.00.
- The reporting person may be deemed to have or share beneficial ownership of these securities. The reporting person disclaims beneficial ownership of such securities, except to the extent of his pecuniary interest therein, and this report shall not be deemed an admission that the reporting person is the beneficial owner of the securities for purposes of Section 16 of the Securities Exchange Act of 1934, as amended or for any other purpose.
- The price reported is a weighted average price. These shares were purchased in multiple transactions at prices ranging from \$20.165 to \$20.25.
- The price reported is a weighted average price. These shares were purchased in multiple transactions at prices ranging from \$20.14 to \$20.25.
- These shares were purchased by Heyer Investment Management LLC. The reporting person is the managing member of Heyer Investment Management LLC.

7. Includes 2,500 shares held for the benefit of the Charlotte Heyer Trust, 2,500 shares held for the benefit of the Daniel Heyer Trust, 2,800 shares held for the benefit of the Eleanor Heyer Trust, 2,800 shares held for the benefit of the Georgina Heyer Trust, 2,500 shares held for the benefit of the Max Heyer Trust, 1,000 shares held for the benefit of the Sabrina Belle Heyer Trust, 2,000 shares held for the benefit of the Harris Heyer Trust, 2,000 shares held for the benefit of the James Heyer Trust, 2,000 shares held for the benefit of the Peter Justin Heyer Trust, 2,000 shares held for the benefit of the William Heyer Trust, 5,000 shares held for the benefit of the Heyer Family Foundation and 3,000 shares held for the benefit of the Heyer Charitable Lead Annuity Trust, of which the reporting person or the reporting person's spouse is a trustee.

/s/ Megan C. Preneta, Attorney-in-
Fact for Andrew R. Heyer 04/18/2024

** 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.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.