

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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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>Fox Mary</u>  (Last) (First) (Middle)  <u>C/O THE LOVESAC COMPANY</u> <u>421 ATLANTIC STREET, SUITE 201</u>  (Street) <u>STAMFORD</u> <u>CT</u> <u>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)  Director 10% Owner  <input checked="" type="checkbox"/> Officer (give title below) Other (specify below)  <u>President</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>11/18/2025</u>	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	

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			
<u>Common Stock, \$0.00001 par value</u>	<u>11/18/2025</u>	<u>11/18/2025</u>	<u>A</u>		<u>2,417<sup>(1)</sup></u>	<u>A</u>	<u>\$11.61</u>	<u>39,063</u>	<u>D</u>	
<u>Common Stock, \$0.00001 par value</u>	<u>11/18/2025</u>	<u>11/18/2025</u>	<u>F</u>		<u>1,145<sup>(2)</sup></u>	<u>D</u>	<u>\$0</u>	<u>37,918</u>	<u>D</u>	

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				
<u>Restricted Stock Units<sup>(3)</sup></u>	<u>\$0</u>	<u>11/18/2025</u>		<u>M</u>			<u>2,417</u>	<u>(1)</u>	<u>(1)</u>	<u>Common Stock</u>	<u>2,417</u>	<u>\$0</u>	<u>0</u>	<u>D</u>	

Explanation of Responses:

1. The reported shares were acquired upon the vesting of the fourth tranche of time-based restricted stock units ("RSUs") granted on November 18, 2021.
2. The reported shares were withheld to satisfy the Reporting Person's tax liability in connection with the vesting of the fourth tranche of RSUs granted on November 18, 2021. No shares were sold.
3. Each RSU represents the right to receive, upon the vesting of the RSU, one share of the Issuer's Common Stock.

Remarks:

/s/ Megan C. Preneta, as Attorney-in-Fact for Mary Fox 11/19/2025

\*\* 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.

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