FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington,	D.C.	20549

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL								
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hours per response:	0.5							

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

					7. Nature of Indirect								
	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned												
(City)	(State)	(Zip)											
(Street) ATLANTA	GA	30309					X	Form filed by One Form filed by Mor Person					
1170 PEACHTREE STREET, NE, SUITE 2300			4. If An	nendment, Date of C	Original Filed	(Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line)						
	(First) BRANDS, INC		01/05/	of Earliest Transac /2022	tion (Month/D	ay/Year)		Officer (give title below)	Other below)	(specify			
1. Name and Address of Reporting Person* Sachleben Mark				er Name and Ticker ITY BRAND			Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner						
			or Sec	tion 30(h) of the Inv	estment Com	ipany Act of 1940							

Beneficial (Month/Day/Year) Code (Instr. 5) Beneficially (D) or Indirect if any (Month/Day/Year) Owned Following Reported (I) (Instr. 4) Ownership (Instr. 4) (A) or (D) Transaction(s) (Instr. 3 and 4) Price Amount Code Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) 1. Title of 2. 5. Number 6. Date Exercisable and 3. Transaction 3A. Deemed 8. Price of 9. Number of 10. 11. Nature

Derivative Security (Instr. 3)	Conversion or Exercise Price of Derivative Security	Date (Month/Day/Year)	Execution Date, if any (Month/Day/Year)	Transaction Code (Instr. 8) 8) Code (Instr. 8) Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		Expiration Date (Month/Day/Year)		Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		Derivative Security (Instr. 5)	derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	of Indirect Beneficial Ownership (Instr. 4)		
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Units	(1)	01/05/2022		A		372 ⁽²⁾		(2)	(2)	Common Stock	372	\$215.24	904	D	
Deferred Restricted Stock Units	(1)	01/05/2022		A		674 ⁽³⁾		01/05/2023 ⁽³⁾	(3)	Common Stock	674	\$215.24	674	D	

Explanation of Responses:

Remarks:

/s/ Jill A. Gilmer, as Power of Attorney for Mark J. Sachleben ** Signature of Reporting Person

01/07/2022

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.

^{1. 1-}for-1

^{2.} Stock Units are accrued under the Issuer's Amended and Restated 2012 Omnibus Stock Incentive Compensation Plan (as approved by stockholders on January 5, 2022) ("Stock Plan") and are payable in shares upon retirement in either lump sum or five annual installments. Accruals resulted from the Reporting Person's election to receive a portion of annual director fees payable on January 5, 2022 in the form of deferred stock units.

^{3.} Deferred Restricted Stock Units (DSUs) issued pursuant to the Issuer's Stock Plan. The DSUs resulted from the Reporting Person's election to receive a portion of annual director fees in the form of a deferred stock award. The DSUs will vest in full on the first anniversary of the grant date, or, if earlier, the date of the next subsequent annual meeting of the Issuer's stockholders following the grant date. Once vested, DSUs will be payable upon retirement in either lump sum or five annual installments.