

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

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

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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

1. Name and Address	s of Reportin	ng Person -	2	. Issuer Nan	ne and Ti	cker o	or Tradi	ng Symb	ool	5. Relationship of Reporting Pers (Check all applicable)	son(s) to	Issuer			
BUTLER JOHN	N C JR			Hamilton HBB	Beach 1	Bran	ds Ho	lding	Co [10% Owner				
(Last)	3	Date of Ea	rliest Tra	nsacti	on (MM/	DD/YYYY	7)		Other (spec	ify below)					
4431 XXA TEDE			1	2/5/2	0010			Member of a Group	Member of a Group						
4421 WATERF	(Street)	KIVE	4	. If Amendn				ed (MM/D	D/VV	vvv) 6 Individual or Joint/Group Filit	6. Individual or Joint/Group Filing (Check Applicable Line				
	, ,	_	[. II / IIIICIIGII	nem, Dun	0115	,11101 1 110	ou (MIM/D	<i>D</i> /11	o. marviduar of John Group I im	ig (Check i	applicable Ellic			
GLEN ALLEN,									X Form filed by One Reporting Person Form filed by More than One Reporting Person						
(City)	(State)	(Zip)													
		Tabl	e I - Non-D	erivative Se	curities	Acqui	red, Di	sposed o	of, or	Beneficially Owned					
			2. Trans. Date	2A. Deemed Execution	3. Trans. Code (Instr. 8)			ties Acquir	red (A)		6. Ownership	7. Nature of			
				Date, if any			(Instr. 3,	4 and 5)		(Instr. 3 and 4)	Form:	Beneficial Ownership			
								(A) or			or Indirect (I) (Instr.	(Instr. 4)			
					Code	V	Amount	(Ď)	Price	e	4)	D			
												Proportionate limited			
Class A Common Stock			12/5/2019		G	v	222	A	<u>(1)</u>	8061	I	partnership interest in shares held			
												by Rankin			
												Associates II, L.P.			
												Spouse's proportionate			
												limited partnership			
Class A Common Stock			12/5/2019		G	V	222	D	(1)	11528	I	interest in shares held			
												by Rankin Associates II,			
												L.P. (2)			
												Spouse's proportionate			
			40/7/0040					_	(1)		_	limited partnership			
Class A Common Stock			12/5/2019		G	V	222	D	(1)	11306	I	interest in shares held			
												by Rankin Associates II,			
												L.P. (2) Child's			
												proportionate limited			
Class A Common Stock			12/5/2019		G	v	222	A	(1)	8794		partnership interest in			
Class A Common Stock			12/3/2019			'	222	A	_	8/74	•	shares held by Rankin			
												Associates II, L.P. (2)			
												Child's			
												proportionate limited			
Class A Common Stock			12/5/2019		G	v	222	A	<u>(1)</u>	8638	I	partnership interest in			
												shares held by Rankin			
												Associates II, L.P. (2)			
												Spouse's			
												proportionate limited			
Class A Common Stock			12/5/2019		G	v	111	A	<u>(1)</u>	11417	I	partnership interest in			
												shares held by Rankin			
												Associates II, L.P. (2)			
												Held in Trust			

1. Title of Security (Instr. 3)			2. Tr	2. Trans. Date	Exec	Deemed ution (Instr. 8)		Code	or Disp	rities Ac osed of (5, 4 and 5	D)	Fo	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)			6. Ownership Form:	Beneficial
							Code	V	Amour	(A)		rice				Direct (D) or Indirect (I) (Instr. 4)	Ownership (Instr. 4)
Class A Common Stock			1/3	1/2020			A ⁽³⁾		1284	A		(1)		73094		I	for the benefit of Reporting Person
Class A Common Stock														3927		I	Held in Trust for the benefit of Reporting Person's minor child (2)
Class A Common Stock														4083		I	Held in Trust for the benefit of Reporting Person's minor child (2)
Class A Common	Stock												77289			I	Held in Trust for the benefit of Spouse (2)
Class A Common Stock														2800		I	Individual Retirement Account for the benefit of Reporting Person
Class A Common Stock														69458		I	Spouse's proportionate limited partnership interest in shares held by Rankin Associates I, L.P. (2)
Class A Common Stock												41827			I	Spouse's proportionate limited partnership interest in shares held by Rankin Associates IV, L.P. (2)	
	Ta	ıble II - De	rivative S	ecuritie	s Bei	neficial	ly Owne	ed (<i>e</i> .g	g., puts	, calls,	warr	ants,	, options, cor	vertible s	securities)		
Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	Code	Code (Instr. 8) Deriva Securi (A) or (D)		umber of vative rities Acquired or Disposed of r. 3, 4 and 5)		Date Exercisable and xpiration Date		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5) 8. Price of derivative Securities Securities Beneficially Owned Following		Security: Direct (D)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exerci	isable D	piration ate	Title		Amount or Number of Shares		Reported Transaction(s) (Instr. 4)	or Indirect (I) (Instr. 4)	
Class B Common Stock	<u>(1)</u>	12/5/2019		G	v	222		Ш	<u>D</u>	<u>(1)</u>	Cor	ass A nmon ock	222	Ш	8061	I	Proportionate limited partnership interest in shares held by Rankin Associates II, L.P.
Class B Common Stock	<u>(1)</u>	12/5/2019		G	v		222	<u>(1</u>	1)	(1)	Cor	ass A nmon ock	222	(1)	11528	I	Spouse's proportionate limited partnership interest in shares held by Rankin Associates II, L.P. (2)
Class B Common Stock	Ш	12/5/2019		G	v		222	Ш	1)	<u>(1)</u>	Cor	ass A nmon ock	222	<u>(1)</u>	11306	I	Spouse's proportionate limited partnership interest in shares held by Rankin

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. 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		Securities Underlying Derivative Security (Instr. 3 and 4)		Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following	Ownership Form of Derivative Security: Direct (D)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		Reported Transaction(s) (Instr. 4)	4)	
Class B Common Stock	(1)	12/5/2019		G	v	222		Ш	(1)	Class A Common Stock	222	(1)	8638	I	L.P. (2) Child's proportionat limited partnership interest in shares held by Rankin Associates II.
Class B Common Stock	Ш	12/5/2019		G	v	222		Ш	(1)	Class A Common Stock	222	Ш	8794	I	Minor Child's proportionat limited partnership interest in shares held by RA II, L.P. (2)
Class B Common Stock	<u>(1)</u>	12/5/2019		G	v	111		<u>(1)</u>	<u>(1)</u>	Class A Common Stock	111	<u>(1)</u>	11417	I	Spouse's proportionat limited partnership interest in shares held by Rankin Associates II.
Class B Common Stock	(1)							(1)	(1)	Class A Common Stock	63638		63638	I	Held in Trus for the benefit of Reporting Person
Class B Common Stock	<u>(1)</u>							<u>(1)</u>	<u>(1)</u>	Class A Common Stock	3927		3927	I	Held in Trus for the benefit of Reporting Person's minor child (2)
Class B Common Stock	(1)							(1)	(1)	Class A Common Stock	4083		4083	I	Held in Trus for the benefit of Reporting Person's minor child (2)
Class B Common Stock	(1)							<u>(1)</u>	<u>(1)</u>	Class A Common Stock	77289		77289	I	Held in Trus for the benefit of Spouse (2)
Class B Common Stock	(1)							(1)	(1)	Class A Common Stock	2800		2800	I	Individual Retirement Account for the benefit of Reporting Person
Class B Common Stock	<u>(1)</u>							(1)	(1)	Class A Common Stock	69458		69458	I	Spouse's proportionat limited partnership interest in shares held by Rankin Associates I, L.P. (2)
Class B Common Stock	Ш							Ш	<u>(1)</u>	Class A Common Stock	41827		41827	I	Spouse's proportionat limited partnership interest in shares held by Rankin Associates

- (2) Reporting Person disclaims beneficial ownership of all such shares.
- (3) Shares of Class A Common Stock awarded to the Reporting Person as "Required Shares" under the Company's Non-Employee Directors' Equity Compensation Plan.

Reporting Owners

Paparting Owner Name / Address	Relationships								
Reporting Owner Name / Address	Director	10% Owner	Officer	Other					
BUTLER JOHN C JR									
4421 WATERFRONT DRIVE	X			Member of a Group					
GLEN ALLEN, VA 23060									

Signatures

/s/ Derek R. Redmond, attorney-in-fact	1/2/2020
**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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