FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL 3235-0287 Estimated average burden

0.5

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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).

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

| | | | or Se | ction 30(h) of the In | vestment Cor | npany Act of 1940 | | | | | |
|---|---|----------------|---------------|--|------------------|--------------------------|---|--|-----------------|----------|--|
| 1. Name and Address of Reporting Person* RUCKER ROBERT A (Last) (First) (Middle) 15236 BOULDER POINTE ROAD | | | | uer Name and Tick E SHOP HOD te of Earliest Transa 9/2021 | <u>LDINGŠ,</u> | ÍNC. [TTSH] | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner Officer (give title X Other (specify below) Reported Voluntarily | | | | |
| (Street) EDEN PRAIRIE (City) | MN (State) | 55347 (7in) | 4. If A | Amendment, Date o | f Original Filed | d (Month/Day/Year) | 6. Indiv Line) | ridual or Joint/Group Form filed by One Form filed by Mo Person | e Reporting Per | rson | |
| (0) | (Clato) | (=.p) | | | | | | | | | |
| | (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned | | | | | | | | | | |
| 1 Title of Security (Instr. 2) | | | 2 Transaction | 2A Doomod | 2 | 4 Securities Acquired (/ | \) or | 5 Amount of | 6 Ownership | 7 Naturo | |

| 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) | | | | | 5. Amount of Securities Beneficially Owned Following | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | of Indirect Beneficial Ownership |
|---------------------------------|--------------------------------------|---|---|---|--------|---------------|-----------------------|---|---|--|
| | | | Code | v | Amount | (A) or (D) | Price | Reported Transaction(s) (Instr. 3 and 4) | | (Instr. 4) |
| Common Stock | 07/09/2021 | | S | | 6,550 | D | \$7.69 ⁽¹⁾ | 0 | I | By UGMA #5 |
| Common Stock | 07/12/2021 | | S | | 38,329 | D | \$7.66 ⁽²⁾ | 0 | D | |
| | | • | | | | , | | | | , |

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) 5 Number 6 Date Eversisable and 7 Title and

| 1. Title of Derivative Security (Instr. 3) | Derivative Conversion Date Gecurity or Exercise (Month/I | | 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 | | | | |

| 1. Name and Address of Reporting Person* RUCKER ROBERT A | | | | | | | | | | | |
|---|---------|----------|--|--|--|--|--|--|--|--|--|
| (Last) | (First) | (Middle) | | | | | | | | | |
| 15236 BOULDER POINTE ROAD | | | | | | | | | | | |
| (Street) | | | | | | | | | | | |
| EDEN PRAIRIE | MN | 55347 | | | | | | | | | |
| (City) | (State) | (Zip) | | | | | | | | | |
| 1. Name and Address TILE SHOP, II | | | | | | | | | | | |
| (Last) | (First) | (Middle) | | | | | | | | | |
| 15236 BOULDER POINTE ROAD | | | | | | | | | | | |
| (Street) | | | | | | | | | | | |
| EDEN PRAIRIE | MN | 55347 | | | | | | | | | |
| (City) | (State) | (Zip) | | | | | | | | | |

^{1.} The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$7.63 to \$7.73, inclusive. The reporting person undertakes to provide to Tile Shop Holdings, Inc., any security holder of Tile Shop Holdings, Inc., 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 this footnote (1) to this Form 4.

^{2.} The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$7.50 to \$7.8001, inclusive. The reporting person undertakes to provide to Tile Shop Holdings, Inc., any security holder of Tile Shop Holdings, Inc., 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 this footnote (2) to this Form 4.

/s/ Robert A. Rucker /s/ Robert A. Rucker, <u>President, Tile Shop, Inc.</u> 07/13/2021 07/13/2021

** Signature of Reporting Person

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.