

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK 0001921452
Filer CCC XXXXXXXXX
Is this a LIVE or TEST Filing? LIVE TEST

Submission Contact Information

Name
Phone
E-Mail Address

144: Issuer Information

Name of Issuer Pattern Group Inc.
SEC File Number 001-42852
Address of Issuer 1441 WEST INNOVATION WAY, SUITE 500
LEHI
UTAH
84043
Phone 866-765-1355
Name of Person for Whose Account the Securities are To Be Sold KSV Pattern II, LLC

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer Daniel Gay is a former Director

144: Securities Information

| Title of the Class of Securities To Be Sold | Name and Address of the Broker | Number of Shares or Other Units To Be Sold | Aggregate Market Value | Number of Shares or Other Units Outstanding | Approximate Date of Sale | Name the Securities Exchange |
|---|---|--|------------------------|---|--------------------------|------------------------------|
| Series A common | Wells Fargo Clearing Services 1 North Jefferson Avenue St. Louis MO 63103 | 41474 | 877867.72 | 155163575 | 06/12/2026 | Nasdaq |

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

| Title of the Class | Date you Acquired | Nature of Acquisition Transaction | Name of Person from | Is this | Date Donor Acquired | Amount of Securities Acquired | Date of Payment | Nature of Payment * |
|--------------------|-------------------|-----------------------------------|---------------------|---------|---------------------|-------------------------------|-----------------|---------------------|
|--------------------|-------------------|-----------------------------------|---------------------|---------|---------------------|-------------------------------|-----------------|---------------------|

| | | | | | |
|--------------------|-----------------------------|--------------------------|--------------------------|-------|-----------------|
| | | Whom Acquired | a Gift? | | |
| Series A common | 10/29/2021 Private Purchase | Issuer | <input type="checkbox"/> | 41474 | 10/29/2021 cash |

* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

| Name and Address of Seller | Title of Securities Sold | Date of Sale | Amount of Securities Sold | Gross Proceeds |
|--|--------------------------|--------------|---------------------------|----------------|
| KSV Pattern LLC 1441 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 05/14/2026 | 42163 | 694196.67 |
| KSV Pattern LLC 1441 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 05/13/2026 | 204868 | 3430444.52 |
| KSV Pattern LLC 1441 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 05/12/2026 | 135827 | 2224507.36 |
| KSV Pattern LLC 1441 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 05/11/2026 | 45491 | 727779.37 |
| KSV Pattern LLC 1441 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 05/08/2026 | 109908 | 1789324.21 |
| KSV Pattern II LLC 1441 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 05/14/2026 | 11887 | 195709.60 |
| KSV Pattern II LLC 1441 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 05/13/2026 | 57783 | 967551.51 |
| KSV Pattern II LLC 1441 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 05/12/2026 | 38310 | 627417.19 |
| KSV Pattern II LLC 1441 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 05/11/2026 | 12843 | 205461.34 |
| KSV Pattern II LLC 1441 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 05/08/2026 | 30999 | 504664.89 |
| KSV Pattern LLC 1441 West Innovation Way | Pattern Group, Inc. | 05/15/2026 | 69299 | 1147833.48 |

| | | | |
|--|---------------------|-------------------|------------|
| Suite 500 Lehi UT 84043 KSV Pattern II LLC 1441 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 05/15/2026 19546 | 323744.22 |
| Suite 500 Lehi UT 84043 KSV Pattern LLC 1441 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 05/18/2026 127097 | 2183182.03 |
| Suite 500 Lehi UT 84043 KSV Pattern II LLC 1441 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 05/18/2026 35881 | 616333.32 |
| Suite 500 Lehi UT 84043 KSV Pattern LLC 1441 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 06/01/2026 146907 | 2844958.13 |
| Suite 500 Lehi UT 84043 KSV Pattern LLC II 1441 West Innovatin Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 06/01/2026 41474 | 803168.38 |
| Suite 500 Lehi UT 84043 KSV Pattern LLC 1441 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 06/04/2026 49909 | 1025531.90 |
| Suite 500 Lehi UT 84043 KSV Pattern LLC II 1441 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 06/04/2026 14089 | 289496.25 |
| Suite 500 Lehi UT 84043 KSV Pattern LLC 1441 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 06/09/2026 1336 | 27318.98 |
| Suite 500 Lehi UT 84043 KSV Pattern LLC II 1441 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 06/09/2026 377 | 7704.00 |
| Suite 500 Lehi UT 84043 KSV Pattern LLC 1440 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 06/10/2026 95662 | 2008404.56 |
| Suite 500 Lehi UT 84043 KSV Pattern LLC II 1440 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 06/10/2026 27008 | 567027.56 |
| Suite 500 Lehi UT 84043 KSV Pattern LLC 1440 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 06/11/2026 51917 | 1091914.75 |
| Suite 500 Lehi UT 84043 KSV Pattern LLC II 1440 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 06/11/2026 14656 | 308238.95 |
| Suite 500 Lehi UT 84043 KSV Pattern LLC 1440 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 06/12/2026 68270 | 1441600.34 |
| Suite 500 Lehi UT 84043 KSV Pattern LLC II 1440 West Innovation Way Suite 500 Lehi UT 84043 | Pattern Group, Inc. | 06/12/2026 19274 | 406987.88 |

144: Remarks and Signature

Remarks Daniel Gay is a managing member of KSV Pattern LLC II.

Date of Notice 06/12/2026

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature Jonathon Gay

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)