SEC Form 4	
FORM 4	UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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OMB Number:	3235-0287					
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Section obligat	this box if no lo n 16. Form 4 or ions may conti tion 1(b).		STAT		-iled pu	ursuani	to Sectio	n 16(	a) of the Se	curitie	es Exchar	nge Act of 1	<b>VNERS</b> 1934	HIP	Estim		er: verage burden sponse:	0.5
		Reporting Person <sup>*</sup> eth Goodman							ker or Tradi oldings,			xo ]	(Che	elationship o eck all applica C Director	able)	g Pers	on(s) to Issu 10% Ow	
(Last) C/O EL	`	irst) CO HOLDING	(Middle) S. INC.			3. Date of Earliest Transaction (Month/Day/Year) 05/29/2024						2	below)	(give title	cutive	Other (s below) Officer	pecify	
3535 HARBOR BLVD., SUITE 100 (Street)				_ 4.	4. If Amendment, Date of Original Filed (Month/Day/Year)						Line	6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person						
COSTA	MESA C	Α	92626											Form fil Person	ed by Mor	re than	One Report	ing
(City)	(S	State)	(Zip)			Che the a	ck this box affirmative o	to indi defens	se conditions	ansac of Rul	ction was m le 10b5-1(c	nade pursua c). See Instru	uction 10.		or written p	lan that	t is intended to	o satisfy
1. Title of Security (Instr. 3) 2. Trans Date			insactio	1			ear) Code (Instr. 8)		ed (A) or str. 3, 4 and 5	) or 4 and 5) Securitie Beneficia Owned F Reported Transact		es Forn ally (D) o Following (I) (Ir d		7. Nature of Indirect Beneficial Ownership (Instr. 4)				
Common Stock 05/2			/29/20	9/2024		Code	v	Amount 86,042	(D)	Price	(Instr. 3 a		-	D				
			Table II -						uired, Di s, option					Owned			I	
1. Title of Derivative Security (Instr. 3) 22. Conversion or Exercise Price of Derivative Security		3. Transaction Date (Month/Day/Year)	3A. Deemed Execution D if any (Month/Day/	·	Code (In				6. Date Exe Expiration (Month/Day	Date		7. Title an of Securit Underlyin Derivative (Instr. 3 an	g Security	8. Price of Derivative Security (Instr. 5)	9. Number derivative Securities Beneficial Owned Following Reported Transactio	e s ally g	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	D) Beneficia D) Ownersh ect (Instr. 4)
					Code	V (A)		(D)	Date Exercisabl		xpiration ate	Title	Amount or Number of Shares		(Instr. 4)	(0)		
Non- Qualified Stock Options	\$10.46	05/29/2024			Α		171,429		(2)	05	5/29/2034	Common Stock	171,429	\$0	171,4	29	D	

Explanation of Responses:

1. Consists of restricted shares granted under the Equity Incentive Plan, vesting in four equal installments on each of the first four anniversaries of the date of grant.

2. Granted by a nonqualified stock option agreement under the Equity Incentive Plan, vesting and becoming exercisable in four equal installments on each of the four anniversaries of the date of grant.

/s/ Anne E. Jollay, Attorney-in- Fact	05/31/2024
** Signature of Reporting Person	Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

 $^{\ast}$  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.