

REGIS CORP  
Form SC 13G/A  
January 10, 2018  
UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G  
Under the Securities Exchange Act of 1934  
(Amendment No. 2)\*

Regis Corp.  
(Name of Issuer)  
(Title of Class of Securities)

758932107  
(CUSIP Number)  
December 29, 2017

(Date of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see Instructions).

CUSIP No.: 758932107

1 NAME OF REPORTING PERSON  
Brown Advisory Incorporated ("BA, Inc.")  
I.R.S. IDENTIFICATION NO. OF ABOVE  
PERSON (ENTITIES ONLY)  
52-2112409

2 CHECK THE APPROPRIATE BOX IF A  
MEMBER OF A GROUP  
(a)    
(b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF  
ORGANIZATION  
BA, Inc. is a Maryland Corporation

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5	SOLE VOTING POWER 2,286,976
	6	SHARED VOTING POWER 0
	7	SOLE DISPOSITIVE POWER 0
	8	SHARED DISPOSITIVE POWER 2,299,031

9 AGGREGATE AMOUNT BENEFICIALLY  
OWNED BY EACH REPORTING PERSON  
2,299,031

10 CHECK BOX IF THE AGGREGATE  
AMOUNT IN ROW (9) EXCLUDES  
CERTAIN SHARES

11 PERCENT OF CLASS REPRESENTED BY  
AMOUNT IN ROW (9)  
4.94%

12 TYPE OF REPORTING PERSON  
HC (Control Entity)

CUSIP No.: 758932107

1 NAME OF REPORTING PERSON  
Brown Investment Advisory & Trust  
Company ("BIATC")  
I.R.S. IDENTIFICATION NO. OF ABOVE  
PERSON (ENTITIES ONLY)  
52-1811121

2 CHECK THE APPROPRIATE BOX IF A  
MEMBER OF A GROUP  
(a)   
(b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF  
ORGANIZATION  
BIATC is a Maryland Company

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5	SOLE VOTING POWER 24,358
	6	SHARED VOTING POWER 0
	7	SOLE DISPOSITIVE POWER 0
	8	SHARED DISPOSITIVE POWER 25,332

9 AGGREGATE AMOUNT BENEFICIALLY  
OWNED BY EACH REPORTING PERSON  
25,332

10 CHECK BOX IF THE AGGREGATE  
AMOUNT IN ROW (9) EXCLUDES  
CERTAIN SHARES

11 PERCENT OF CLASS REPRESENTED BY  
AMOUNT IN ROW (9)  
0.05%

12 TYPE OF REPORTING PERSON  
BK (Bank)

CUSIP No.: 758932107

1 NAME OF REPORTING PERSON  
Brown Advisory LLC ("BA LLC")  
I.R.S. IDENTIFICATION NO. OF ABOVE  
PERSON (ENTITIES ONLY)  
26-0680642

2 CHECK THE APPROPRIATE BOX IF A  
MEMBER OF A GROUP  
(a)    
(b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF  
ORGANIZATION  
BA LLC is a Maryland Limited Liability  
Company

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5	SOLE VOTING POWER 2,262,618
	6	SHARED VOTING POWER 0
	7	SOLE DISPOSITIVE POWER 0
	8	SHARED DISPOSITIVE POWER 2,273,699

9 AGGREGATE AMOUNT BENEFICIALLY  
OWNED BY EACH REPORTING PERSON  
2,273,699

10 CHECK BOX IF THE AGGREGATE  
AMOUNT IN ROW (9) EXCLUDES  
CERTAIN SHARES

11 PERCENT OF CLASS REPRESENTED BY  
AMOUNT IN ROW (9)  
4.88%

12 TYPE OF REPORTING PERSON  
IA (Investment Adviser)

CUSIP No.: 758932107

**ITEM NAME OF ISSUER:**

**1(a).** Regis Corp.

**ITEM ADDRESS OF ISSUER'S PRINCIPAL EXECUTIVE OFFICES:**

**1(b).** 7201 METRO BLVD  
MINNEAPOLIS MN 55439

**ITEM NAME OF PERSON FILING:**

**2(a).** Brown Advisory Incorporated ("BA, Inc.")  
Brown Investment Advisory & Trust Company ("BIATC")  
Brown Advisory LLC ("BA LLC")

**ITEM ADDRESS OF PRINCIPAL BUSINESS OFFICE OR, IF NONE, RESIDENCE:**

**2(b).** 901 South Bond Street, Ste. 400  
Baltimore, MD 21231

**ITEM CITIZENSHIP:**

**2(c).** BA, Inc. is a Maryland Corporation  
BIATC is a Maryland Company  
BA LLC is a Maryland Limited Liability Company

**ITEM TITLE OF CLASS OF SECURITIES:**

**2(d).**

**ITEM CUSIP NUMBER:**

**2(e).** 758932107

**ITEM 3. IF THIS STATEMENT IS FILED PURSUANT TO SECTION 240.13d-1(b), or 13d-2(b) or (c) CHECK WHETHER THE PERSON FILING IS A:**

- (a) Broker or dealer registered under Section 15 of the Act (15 U.S.C. 78c);
- (b) Bank as defined in Section 3(a)(6) of the Act (15 U.S.C. 78c);
- (c) Insurance company as defined in Section 3(a)(19) of the Act (15 U.S.C. 78c);
- (d) Investment company registered under Section 8 of the Investment Company Act of 1940 (15 U.S.C 80a-8);
- (e) An investment adviser in accordance with 240.13d-1(b)(1)(ii)(E);
- (f) An employee benefit plan or endowment fund in accordance with 240.13d-1(b)(1)(ii)(F);
- (g) A parent holding company or control person in accordance with 240.13d-1(b)(1)(ii)(G);
- (h) A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);

(i) A church plan that is excluded from the definition of an investment company under Section  
[ ] 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);

(j) A non-U.S. institution in accordance with 240.13d-1(b)(1)(ii)(J);  
[ ]

(k) Group, in accordance with 240.13d-1(b)(1)(ii)(K). If filing as a non-U.S. institution in  
[ ] accordance with 240.13d1(b)(1)(ii)(J), please specify the type of institution:

Brown Advisory Incorporated ("BA, Inc.") - BA, Inc. is a parent holding company or control person in accordance with 240.13d-1(b)(1)(ii)(G);

Brown Investment Advisory & Trust Company ("BIATC") - BIATC is a bank as defined in Section 3(a)(6) of the Act (15 U.S.C. 78c);

Brown Advisory LLC ("BA LLC") - BA LLC is an investment adviser in accordance with 240.13d-1(b)(1)(ii)(E)

#### ITEM 4. OWNERSHIP

**(a) Amount beneficially owned:**

2,299,031

**(b) Percent of class:**

4.94%

**(c) Number of shares as to which the person has:**

(i) sole power to vote or to direct the vote:

Brown Advisory Incorporated ("BA, Inc.") - 2,286,976  
Brown Investment Advisory & Trust Company ("BIATC") - 24,358  
Brown Advisory LLC ("BA LLC") - 2,262,618

(ii) shared power to vote or to direct the vote:

Brown Advisory Incorporated ("BA, Inc.") - 0  
Brown Investment Advisory & Trust Company ("BIATC") - 0  
Brown Advisory LLC ("BA LLC") - 0

(iii) sole power to dispose or direct the disposition of:

Brown Advisory Incorporated ("BA, Inc.") - 0  
Brown Investment Advisory & Trust Company ("BIATC") - 0  
Brown Advisory LLC ("BA LLC") - 0

(iv) shared power to dispose or to direct the disposition of:

Brown Advisory Incorporated ("BA, Inc.") - 2,299,031  
Brown Investment Advisory & Trust Company ("BIATC") - 25,332  
Brown Advisory LLC ("BA LLC") - 2,273,699

**ITEM 5. OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS:**

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following [X].

**ITEM 6. OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON:**

**ITEM 7. IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY:**

Brown Advisory Incorporated (BA, Inc.) is a parent holding company filing this schedule on behalf of the following subsidiaries pursuant to Rule 13d-1(b)(1)(ii)(G) under the Securities Exchange Act of 1934:

Brown Advisory LLC (BA, LLC) IA (Investment Adviser)  
Brown Investment Advisory & Trust Company (BIATC) BK (Bank)

**ITEM 8. IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP:**

**ITEM 9. NOTICE OF DISSOLUTION OF GROUP:**

**ITEM CERTIFICATION:**

**10.** By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

CUSIP No.: 758932107

**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

January 10 2018 Brown Advisory Incorporated ("BA, Inc.")

By:

Brett D. Rogers

Name:

Brett D. Rogers

Title:

Chief Compliance Officer

Attention — Intentional misstatements or omissions of fact constitute Federal criminal violations (See 18 U.S.C. 1001).



CUSIP No.: 758932107

Joint Filing Agreement

Party signing this filing agrees that this statement is submitted as a joint filing on behalf of the undersigned:

Brown Advisory Incorporated ("BA, Inc.")

Brown Advisory LLC ("BA, LLC")

Brown Investment Advisory & Trust Company ("BIATC")