

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

1. NAME OF ISSUING / Parent Type of person		2. NAME OF PERSON FOR WHOM ACTUATING THE SERVICES ARE TO BE SOLD		3. ISSUING MOVER	
Caring Incorporated		One Riverfront Plaza		Susan Moore	
1. ADDRESS OF ISSUER		2. ADDRESS OF WORKER		3. ADDRESS OF WORKER	
STREET		CITY		STATE	
6-0393470		NY		14831	
3. IDENT. NO.		4. SEC. FILE NO.		5. WORK LOCATION	
6-0393470		001-03247		Caring	
6. RELATIONSHIP TO ISSUER		7. ADDRESS STREET		8. CITY	
Officer		One Riverfront Plaza		Caring	
AREA CODE		NUMBER		STATE	
607		974-9000		NY	
9. ZIP CODE		10. ZIP CODE		11. ZIP CODE	
14831		14831		14831	

INSTRUCTION: The person filing this notice should contact the issuer to obtain the I.R.S. Identification Number and the S.E.C. File Number

(a)	(b)	(c) SEC USE ONLY		(d)	(e)	(f)	(g)
Title of the Class of Securities To Be Sold	Name and Address of Each Broker Through Whom the Securities are to be Offered or Each Member Under who is Acquiring the Securities	Broker-Dealer File Number	Number of Shares or Other Units To Be Sold <i>(See item 3(c))</i>	Aggregate Market Value <i>(See item 3(d))</i>	Number of Shares or Other Units Outstanding <i>(See item 3(e))</i>	Approximate Date of Sale <i>(See item 3(f))</i> (MO., DAY, YR.)	Name of Each Security's Exchange <i>(See item 3(g))</i>
Common	UBS Financial Services, Inc. 400 Linden Oaks Rochester, NY 14625		250	\$9000	764.0 (M)	02-01-2021	NYSE

INSTRUCTIONS

- Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

TABLE I — SECURITIES TO BE SOLD

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:

Title of the Class	Date you Acquired	Nature of Acquisition Transaction	Name of Person from Whom Acquired (If gift, also give date donor acquired)	Amount of Securities Acquired	Date of Payment	Nature of Payment
Common	02-01-21	Exercise of company stock options. Plan is S-8 registered.	Issuer	250	n/a	n/a

INSTRUCTIONS: 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.

TABLE II — SECURITIES SOLD DURING THE PAST 3 MONTHS

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.

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
Susan Morse One Riverfront Plaza Corning, NY 14831	common	11-05-20	200	\$6,911

REMARKS:

INSTRUCTIONS:

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.

02/01/2021

DATE OF NOTICE

DATE OF PLAN ADOPTION OR GIVING OF INSTRUCTION,
IF RELYING ON RULE 10b5-1

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.

Susan Morse
(SIGNATURE)

The notice shall be signed by the person for whose account the securities are to be sold. At least one copy of the notice shall be manually signed. Any copies not manually signed shall bear typed or printed signatures.

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