Exhibit 10.2  
 REGISTRATION RIGHTS AGREEMENT  
 THIS REGISTRATION RIGHTS AGREEMENT (this “Agreement”) is made and entered into as of August 13, 2024, by and among (i) PSQ Holdings, Inc., a Delaware corporation (the “Company”), and (ii) the undersigned parties listed as “Investors” on the signature page hereto (each, an “Investor” and collectively, the “Investors”).  
 WHEREAS, on August 13, 2024, the Company and the Investors have entered into a Note Purchase Agreement (the “Note Purchase Agreement”), pursuant to which, upon the Closing (as defined in the Note Purchase Agreement), the Investor agreed to purchase newly issued notes (the “Notes”), which are convertible into shares of Company Class A common stock under certain circumstances as outlined in the Note Purchase Agreement (“Conversion Shares”); and  
 WHEREAS, the parties desire to enter into this Agreement to provide the Investors with certain rights relating to the registration of the Conversion Shares.  
 NOW, THEREFORE, in consideration of the mutual covenants and agreements set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:  
 1. DEFINITIONS. Any capitalized term used but not defined in this Agreement will have the meaning ascribed to such term in the Note Purchase Agreement. The following capitalized terms used herein have the following meanings:  
 “Agreement” means this Agreement, as amended, restated, supplemented, or otherwise modified from time to time.  
 “Board” means the board of directors of the Company.  
 “Business Day” means any day, other than a Saturday or a Sunday, that is neither a legal holiday nor a day on which banking institutions are generally authorized or required by law or regulation to close in the City of New York, New York.