

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE**

In re:)	
)	Chapter 11
AMERICAN SIGNATURE, INC., <i>et al.</i> , ¹)	
)	Case No. 25-12105 (JKS)
Debtors.)	
)	(Joint Administration Requested)

**MOTION OF DEBTORS FOR ENTRY OF INTERIM AND
FINAL ORDERS (I) AUTHORIZING THE DEBTORS TO HONOR,
MAINTAIN, AND ADMINISTER CUSTOMER PROGRAMS AND RELATED
PREPETITION BUSINESS PRACTICES, AND (II) GRANTING RELATED RELIEF**

The above-captioned debtors and debtors in possession (collectively, the “Debtors”) respectfully state as follows in support of this motion (this “Motion”):²

Relief Requested

1. The Debtors seek entry of interim and final orders, substantially in the forms attached hereto as **Exhibit A** and **Exhibit B** (respectively, the “Interim Order” and “Final Order”):

(a) authorizing, but not directing, the Debtors, in their sole discretion, to (i) fulfill and honor (through payment, credit, setoff, or otherwise) the Customer Obligations (as defined herein) as they deem appropriate, and (ii) continue, renew, replace, terminate, and implement Customer Programs (as defined herein) and any other customer practices as they deem appropriate, without further application to the Court; and (b) granting related relief. In addition, the Debtors request

¹ The Debtors in these chapter 11 cases, along with the last four digits of each Debtor’s federal tax identification number, are: American Signature, Inc. (6162); American Signature Home Inc. (8573); American Signature USA Inc. (6162); ASI Pure Promise Insurance LLC (6162); ASI Elston LLC (7520); ASI – Laporte LLC (6162); ASI Polaris LLC (6162); ASI Thomasville LLC (6162); and American Signature Woodbridge LLC (6162). The Debtors’ business address is 4300 E. 5th Avenue, Columbus, OH 43235.

² A detailed description of the Debtors and their business, including the facts and circumstances giving rise to the Debtors’ chapter 11 cases, is set forth in the *Declaration of Rudolph Morando in Support of the Debtors’ Chapter 11 Petitions and First Day Relief* (the “First Day Declaration”), filed contemporaneously herewith. Capitalized terms used but not otherwise defined in this Motion have the meanings ascribed to them in the First Day Declaration.



that the Court (as defined herein) schedule a final hearing within approximately 21 days after the commencement of these chapter 11 cases to consider entry of the Final Order.

Jurisdiction and Venue

2. The United States District Court for the District of Delaware has jurisdiction over this matter pursuant to 28 U.S.C. § 1334, which was referred to the United States Bankruptcy Court for the District of Delaware (the “Court”) under 28 U.S.C. § 157 pursuant to the *Amended Standing Order of Reference* from the United States District Court for the District of Delaware, dated February 29, 2012. This matter is a core proceeding pursuant to 28 U.S.C. § 157(b)(2), and the Debtors confirm their consent, within the meaning of Rule 9013-1(f) of the Local Rules of the United States Bankruptcy Court for the District of Delaware (the “Local Rules”), to the entry of a final order by the Court in connection with this Motion to the extent that it is later determined that the Court, absent consent of the parties, cannot enter final orders or judgments in connection herewith consistent with Article III of the United States Constitution.

3. Venue in this district is proper pursuant to 28 U.S.C. §§ 1408 and 1409.

4. The statutory bases for the relief requested herein are sections 105(a), 363(b), 363(c), 1107(a), and 1108 of title 11 of the United States Code (the “Bankruptcy Code”), Rules 2002, 6003, 6004, and 9013 of the Federal Rules of Bankruptcy Procedure (the “Bankruptcy Rules”), and Local Rules 2002-1 and 9013-1.

Background

5. On November 22, 2025 (the “Petition Date”), each Debtor filed a voluntary petition for relief under chapter 11 of the Bankruptcy Code. The Debtors are operating their business and managing their properties as debtors in possession pursuant to sections 1107(a) and 1108 of the Bankruptcy Code. Concurrently with the filing of this Motion, the Debtors filed a motion requesting procedural consolidation and joint administration of these chapter 11 cases pursuant to

Bankruptcy Rule 1015(b) and Local Rule 1015-1. No request for the appointment of a trustee or examiner has been made in these chapter 11 cases, and no official committees have been appointed or designated.

6. Debtor American Signature, Inc., together with its subsidiaries (“ASI” or the “Company”) is a residential furniture company operating across its Value City Furniture (“VCF”) and American Signature Furniture (“ASF”) brands and serving as a furniture destination consumers can rely on for style, quality, and value. Headquartered in Columbus, Ohio, the Company operates more than 120 stores across 17 states, with the largest concentrations in Ohio (20), Michigan (16), and Illinois (11). The Company employs approximately 3,000 team members.

Customer Programs

7. ASI is a leading national home furnishings retailer offering a wide variety of furniture, including living room sets, dining room sets, mattresses, and décor to its customers (the “Customers”). ASI sells its products primarily through its retail brick-and-mortar locations, while also supplying an e-commerce channel for its customers. ASI generally fulfills its customers’ orders within two weeks through its distribution facilities.

8. In the ordinary course of business, the Debtors provide certain pricing, incentives, discounts, and other accommodations to their Customers (collectively, the “Customer Programs”).³ The Customer Programs include the Promotions, the Gift Cards, the Return Policy, Customer Deposits, and Store Credits, the Pure Promise Program, and the Synchrony Credit Card Program (each as defined below). The Debtors’ ability to continue the Customer Programs and to honor any customer-related prepetition business practices thereunder in the ordinary course of business

³ Although this Motion is intended to be comprehensive, the Debtors may have inadvertently omitted certain Customer Programs. The Debtors request relief with respect to all Customer Programs, regardless of whether such Customer Program is specifically identified herein.

is necessary to meet competitive market pressures and ensure customer satisfaction. Continuing the Customer Programs allows the Debtors to maintain the goodwill of their current customers and partners and, ultimately, to enhance revenue and profitability to the benefit of all the Debtors' stakeholders.

9. The Debtors accrue potential amounts payable with respect to certain of the Customer Programs (such amounts, collectively, the "Customer Obligations"). Because accruing amounts payable under the Customer Programs depends on the Customers' utilization or redemption of such programs, the Debtors are not able to anticipate exactly how much, if any, of the Customer Obligations will come due between entry of the Interim Order and the Final Order or over the course of these chapter 11 cases.

10. Accordingly, the Debtors seek authority, but not direction, to: (a) continue honoring, administering, and providing the Customer Programs in the ordinary course; (b) pay any prepetition amounts owed on account of or relating to the Customer Programs, including the Customer Obligations as they come due; and (c) modify or supplement the Customer Programs in the ordinary course and in the Debtors' business judgment.

A. Promotions

11. The Debtors maintain rewards programs and regularly conduct sales promotions in their stores, online, and through direct mail campaigns (collectively, the "Promotions"). The Promotions include, among others, pricing discounts and "buy x get y" offers, and may vary based on channel, store location, Customer, or other metrics. Thus, at any one time, including as of the Petition Date, different Promotions may be available to different Customers across the country and online.

12. As the Promotions enable Customers to receive discounts at the time of sale and may not be redeemed for other value, they do not represent a cash liability for the Debtors. The

Debtors believe that the Promotions encourage overall sales, strengthen customer relationships, and encourage Customers to return, all of which benefits the Debtors' estates. Therefore, the Debtors seek authority, but not direction, in their sole discretion, to maintain, modify, or terminate the Promotions in the ordinary course of business and in the Debtors' business judgment.

B. Gift Cards

13. Like many other businesses, the Debtors have available for purchase in their stores and online platform prepaid gift cards (the "Gift Cards"). The Gift Cards can be redeemed in stores or online for products at a later date.

14. The Debtors estimate that there are Gifts Cards with an aggregate value of approximately \$3.2 million that have not yet been redeemed by Customers.⁴ The Debtors do not track the identities of the holders of Gift Cards, as many Gift Cards are not used by the same person that purchased such Gift Card. The Debtors intend to honor Gift Cards through December 7, 2025.

15. Accordingly, the Debtors seek authority, but not direction, in their sole discretion, to (a) honor Gift Cards, including the Customer Obligations associated therewith, purchased by Customers prior to the Petition Date, and (b) maintain, modify, or terminate the Gift Card programs on a postpetition basis, in the ordinary course of business and in the Debtors' business judgment.

C. Return Policy, Customer Deposits, and Store Credits

16. The Debtors accept returns from Customers within certain timeframes (the "Return Policy"). In addition, in the ordinary course of business the Debtors may accept deposits (collectively, the "Customer Deposits") from Customers in connection with sales of merchandise, which are ultimately applied to the purchase price. As of the Petition Date, the Debtors estimate

⁴ This represents the gross amount of Gift Cards outstanding. However, the amount that is actually reflected on the Debtors' books and records is approximately \$76,000, which is the net amount after taking into account the Debtors' breakage reserve.

that they are holding approximately \$56.9 million in Customer Deposits. The Debtors may also issue store credits (the “Store Credits”) to Customers in connection with returns of merchandise.

17. The Debtors seek authority, but not direction, in their sole discretion, to honor the Return Policy solely to the extent that it applies to the return of merchandise that has been actually received by Customers. The Debtors intend to accept such returns and exchanges under the Return Policy for 15 days after the Petition Date; thereafter, all sales will be final.

18. The Debtors intend to make commercially reasonable efforts to fulfill orders subject to prepetition Customer Deposits for which specific, preexisting inventory is on hand, in transit, or on order, through December 22, 2025. The Debtors intend to fulfill postpetition Customer Deposits in the ordinary course. The Debtors will not take Customer Deposits if the applicable inventory is not in stock. The Debtors also intend to honor Store Credits for 15 days after the Petition Date.

19. The relief requested with respect to the Return Policy, Customer Deposits, and Store Credits is essential to the Debtors’ ability to complete sales and administer their stores, with the goal of maximizing the value of the Debtors’ estates for the benefit of all stakeholders. Accordingly, the Debtors seek authority, but not direction, in their sole discretion, to maintain, modify, or terminate their programs with respect to the Return Policy, Customer Deposits, and Store Credits, in the ordinary course of business and in the Debtors’ business judgment.

D. Pure Promise Program

20. In the ordinary course of business, and in order to maintain Customer satisfaction, the Debtors offer an extended warranty program for furniture (the “Pure Promise Program”).⁵

⁵ Extended warranty coverage in connection with the Pure Promise Program is provided through Furniture Care Protection, Inc. (an affiliate of the Debtors) and Uniters North America, LLC.

Under the Pure Promise Program, if a Customer does not have a claim over the life of the program, the Customer may apply for a merchandise credit within 60 days in the amount the Customer paid for the program, to be used toward another furniture purchase.⁶ The Pure Promise Program has an average redemption rate of approximately five percent.

21. As of the Petition Date, the Debtors have accrued approximately \$2.5 million in Customer Obligations in connection with the Pure Promise Program. The Debtors seek authority, but not direction, to maintain, modify, or terminate the Pure Promise Program, including continuing to honor Customer Obligations in connection therewith, in the ordinary course of business and in the Debtors' business judgment.

E. Synchrony Credit Card Program

22. The Debtors partner with Synchrony Bank to offer Customers access to credit cards, which are available as a private label credit card called the "Designer Looks Credit Card" (the "Synchrony Credit Card Program"). The private label credit card can be used at any of the Debtors' stores or on the Debtors' e-commerce platform. Customers apply for the Synchrony Credit Card Program online or in one of the Debtors' stores and must be approved by Synchrony Bank (such Customers, following approval, the "Cardholders"). The Debtors also offer Cardholders special financing on purchases. Cardholders are approved by Synchrony Bank based on their credit for eligible purchases.

23. The Debtors believe that the Synchrony Credit Card Program helps improve and maintain customer relationships, sales, and revenue. The Debtors seek authority, but not direction, to maintain, modify, or terminate the Synchrony Credit Card Program, including continuing to

⁶ The Debtors are considering amending the Pure Promise Program to eliminate the merchandise credit (together with other changes that may be appropriate under the circumstances), subject to further discussions with the third-party provider.

honor Customer Obligations in connection therewith, in the ordinary course of business and in the Debtors' business judgment.

Basis for Relief

I. Continuing to Honor the Customer Programs in the Ordinary Course Is Warranted Under Sections 105(a), 363, and 1107(a) of the Bankruptcy Code

24. Section 363(c) of the Bankruptcy Code authorizes a debtor in possession to use property of the estate in the ordinary course of business without notice or a hearing. 11 U.S.C. § 363(c). Consequently, the Debtors submit that the postpetition continuation, renewal, and modification of the Customer Programs in the ordinary course of business is permitted by section 363(c) of the Bankruptcy Code without further application to this Court. Nevertheless, the Debtors request the relief described herein out of an abundance of caution.

25. Courts have recognized that it is appropriate to authorize the payment of prepetition obligations where necessary to protect and preserve the estate. *See, e.g., In re Just for Feet, Inc.*, 242 B.R. 821, 825–26 (D. Del. 1999); *In re CoServ, L.L.C.*, 273 B.R. 487, 497 (Bankr. N.D. Tex. 2002); *In re Ionosphere Clubs, Inc.*, 98 B.R. 174, 175–76 (Bankr. S.D.N.Y. 1989); *Armstrong World Indus., Inc. v. James A. Phillips, Inc. (In re James A. Phillips, Inc.)*, 29 B.R. 391, 398 (S.D.N.Y. 1983). In so doing, these courts acknowledge that several legal theories rooted in sections 105(a), 363(b), and 1107(a) of the Bankruptcy Code support the payment of prepetition claims.

26. Section 363(b) of the Bankruptcy Code permits a bankruptcy court, after notice and a hearing, to authorize a debtor to “use, sell, or lease, other than in the ordinary course of business, property of the estate.” 11 U.S.C. § 363(b)(1). “In determining whether to authorize the use, sale or lease of property of the estate under this section, courts require the debtor to show that a sound business purpose justifies such actions.” *In re Montgomery Ward Holding Corp.*, 242 B.R. 147,

153 (D. Del. 1999) (collecting cases); *see also In re James A. Phillips, Inc.*, 29 B.R. at 397 (relying on section 363 to allow a contractor to pay prepetition claims of suppliers who were potential lien claimants because the payments were necessary for general contractors to release funds owed to the debtors); *Ionosphere Clubs*, 98 B.R. at 175 (finding that a sound business justification existed to justify payment of certain prepetition wages); *In re Phx. Steel Corp.*, 82 B.R. 334, 335–36 (Bankr. D. Del. 1987) (requiring the debtor to show a “good business reason” for a proposed transaction under section 363(b) of the Bankruptcy Code). In addition, under section 1107(a) of the Bankruptcy Code, a debtor in possession has, among other things, the “implied duty of the debtor in possession to ‘protect and preserve the estate, including an operating business’ going-concern value.” *In re CEI Roofing, Inc.*, 315 B.R. 50, 59 (Bankr. N.D. Tex. 2004) (quoting *CoServ*, 273 B.R. at 497).

27. Courts also authorize debtors to honor prepetition obligations, including the payment of prepetition claims in appropriate circumstances, based on section 105(a) of the Bankruptcy Code, which codifies a bankruptcy court’s inherent equitable powers to “issue any order, process, or judgment that is necessary or appropriate to carry out the provisions of this title.” 11 U.S.C. § 105(a). Under section 105(a) of the Bankruptcy Code, courts may authorize the pre-plan payments of prepetition obligations when essential to the continued operation of a debtor’s business. *See Just for Feet*, 242 B.R. at 825–26. Specifically, a court may use its power under section 105(a) of the Bankruptcy Code to authorize payment of prepetition obligations pursuant to the “necessity of payment” rule (also referred to as the “doctrine of necessity”). *See, e.g., Ionosphere Clubs*, 98 B.R. at 176; *In re Lehigh & New England Ry. Co.*, 657 F.2d 570, 581 (3d Cir. 1981) (stating that courts may authorize payment of prepetition claims when there “is the possibility that the creditor will employ an immediate economic sanction, failing such

payment”); *In re Columbia Gas Sys., Inc.*, 171 B.R. 189, 191–92 (Bankr. D. Del. 1994) (noting that, in the Third Circuit, debtors may pay prepetition claims that are essential to the continued operation of the business). A bankruptcy court’s use of its equitable powers to “authorize the payment of prepetition debt when such payment is needed to facilitate the rehabilitation of the debtor is not a novel concept.” *Ionosphere Clubs*, 98 B.R. at 175–76 (citing *Miltenberger v. Logansport, C. & S.W. Ry. Co.*, 106 U.S. 286 (1882)). Indeed, at least one court has recognized that there are instances when a debtor’s fiduciary duty can “only be fulfilled by the preplan satisfaction of a prepetition claim.” *CoServ*, 273 B.R. at 497.

28. Accordingly, the Court has authority to authorize the Debtors to continue the Customer Programs, and pay prepetition claims arising thereunder, pursuant to sections 105(a), 363(b), 363(c), and 1107(a) of the Bankruptcy Code. Continuing to administer the Customer Programs without interruption as requested herein is critical to preserving the value of the Debtors’ business by, among other things, preserving customer goodwill and market share and managing the Debtors’ stores in an efficient manner, which will inure to the benefit of the Debtors’ estates.

29. Where, as here, retaining customer loyalty is critical to a debtor’s business and preservation of value, courts in this district have granted relief similar to that requested herein. *See e.g., In re At Home Grp. Inc.*, No. 25-11120 (JKS) (Bankr. D. Del. July 13, 2025) (authorizing the debtors to maintain and administer their customer programs and honor prepetition obligations related thereto); *In re Marelli Auto. Lighting USA LLC*, No. 25-11034 (CTG) (Bankr. D. Del. July 11, 2025) (same); *In re JOANN Inc.*, No. 25-10068 (CTG) (Bankr. D. Del. Feb. 7, 2025) (same);

In re Am. Tire Distribs, Inc., No. 24-12391 (CTG) (Bankr. D. Del. Nov. 19, 2024) (same); *In re Accuride Corp.*, No. 24-12289 (JKS) (Bankr. D. Del. Nov. 13, 2024) (same).⁷

II. Continuing the Customer Programs and Honoring the Customer Obligations Is in the Best Interests of the Debtors' Business and Estates

30. Continuing to administer the Customer Programs without interruption during the pendency of these chapter 11 cases will help to preserve the Debtors' customer relationships and goodwill and to allow the Debtors to manage their stores efficiently post-petition, which will inure to the benefit of the Debtors' creditors and estates. Without authority to administer the Customer Programs as requested herein, the Debtors' prospects for maximizing value in these chapter 11 cases would be adversely impacted. Therefore, the Debtors believe that the relief requested herein will maximize the value of their estates for the benefit of all stakeholders.

31. Accordingly, the Debtors submit that they have shown cause sufficient to warrant the authority to honor the Customer Programs and to honor any Customer Obligations relating thereto, and the Debtors request that the relief sought herein be approved on the terms set forth in the proposed Interim Order and Final Order.

32. Concurrently herewith, the Debtors filed the *Debtors' Motion for Entry of Interim and Final Orders Authorizing the Debtors to (A) Assume the Consulting Agreement, (B) Conduct Store Closing Sales, with Such Sales to Be Free and Clear of All Liens, Claims, and Encumbrances, (C) Modify Customer Programs at the Closing Stores, and (D) Granting Related Relief* (the "Store Closing Motion") to facilitate the closing of certain of their locations and the liquidation of the inventory thereof. To the extent applicable, the relief requested in this Motion shall be subject to,

⁷ Because of the voluminous nature of the orders cited herein, such orders are not attached to this Motion. Copies of these orders are available upon request to the Debtors' proposed counsel.

and governed by, the relief requested in, and any orders entered in connection with, the Store Closing Motion.

Processing of Checks and Electronic Fund Transfers Should Be Authorized

33. The Debtors have sufficient funds to pay the amounts described in this Motion in the ordinary course of business by virtue of expected cash flows from ongoing business operations, debtor-in-possession financing, and access to cash collateral. In addition, under the Debtors' existing cash management system, the Debtors can readily identify checks or wire transfer requests as relating to any authorized payment in respect of the relief requested herein. Accordingly, the Debtors believe that checks or wire transfer requests, other than those relating to authorized payments, will not be honored inadvertently. Therefore, the Debtors respectfully request that the Court authorize all applicable financial institutions, when requested by the Debtors, to receive, process, honor, and pay any and all checks or wire transfer requests in respect of the relief requested in this Motion.

The Requirements of Bankruptcy Rule 6003 Are Satisfied

34. Bankruptcy Rule 6003 empowers a court to grant certain relief within the first 21 days after the petition date only to the extent that relief is "needed to avoid immediate and irreparable harm." Fed. R. Bankr. P. 6003(a). For the reasons set forth above, the Debtors believe an immediate and orderly transition into chapter 11 is critical to the viability of the Debtors' operations. Failure to receive the requested relief during the first 21 days of these chapter 11 cases would severely disrupt the Debtors' operations at this critical juncture and cause immediate and irreparable harm. The requested relief is necessary for the Debtors to operate their business in a value-maximizing manner for the benefit of all stakeholders. The Debtors have demonstrated that the requested relief is "needed to avoid immediate and irreparable harm," as contemplated by Bankruptcy Rule 6003.

Reservation of Rights

35. Nothing contained in this Motion or any actions taken pursuant to any order granting the relief requested in this Motion, and no action taken by the Debtors pursuant to the relief requested or granted (including any payment made in accordance with any such order), is intended as or shall be construed or deemed to be: (a) an admission, concession, or waiver of rights of the Debtors or any party in interest as to the amount of, basis for, validity, priority, enforceability, or perfection of any claim against, lien on (contractual, common law, statutory, or otherwise), security interest in, or other encumbrance on property of the Debtors' estates; (b) a promise or requirement to pay any particular claim; (c) an implication, admission, or finding that any particular claim is an administrative expense claim, other priority claim, or otherwise of a type specified or defined in this Motion or any order granting the relief requested by this Motion; (d) a request, approval, assumption, adoption, rejection, or, termination of any agreement, contract, lease, program, or policy under section 365 of the Bankruptcy Code; (e) a waiver or limitation of the Debtors or any other party in interest of the right to dispute any claim on any grounds; (f) a waiver or limitation of the Debtors or any person or entity of any claims, causes of action, or other rights, under the Bankruptcy Code or any other applicable law; or (g) a waiver of the obligation of any party in interest to file a proof of claim. If the Court grants the relief sought herein, any payment made pursuant to the Court's order is not intended and should not be construed as an admission as to the validity, priority, or amount of any particular claim or a waiver of the Debtors' rights subsequently to dispute such claim.

Waiver of Bankruptcy Rule 6004(a) and 6004(h)

36. To implement the foregoing successfully, the Debtors seek a waiver of the notice requirements under Bankruptcy Rule 6004(a) and the 14-day stay of an order authorizing the use, sale, or lease of property under Bankruptcy Rule 6004(h).

Notice

37. The Debtors will provide notice of this Motion to: (a) the Office of the United States Trustee; (b) the holders of the thirty (30) largest unsecured claims against the Debtors (on a consolidated basis); (c) the office of the attorney general for each of the states in which the Debtors operate; (d) the United States Attorney's Office for the District of Delaware; (e) the Internal Revenue Service; (f) the United States Securities and Exchange Commission; (g) counsel to the DIP Agent and the Prepetition ABL Agent; (h) counsel to the Prepetition Term Agent; and (i) any party that has requested notice pursuant to Bankruptcy Rule 2002. As this Motion is seeking "first day" relief, the Debtors will serve copies of this Motion and any order entered in respect to this Motion as required by Local Rule 9013-1(m). In light of the nature of the relief requested, no other or further notice need be given.

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No Prior Request

38. No prior request for the relief sought in this Motion has been made to this Court or any other court.

WHEREFORE, the Debtors respectfully request entry of the Interim Order and Final Order, substantially in the forms attached hereto as **Exhibit A** and **Exhibit B**, respectively, granting the relief requested herein and such other relief as is just and proper.

Dated: November 24, 2025

PACHULSKI STANG ZIEHL & JONES LLP

/s/ Laura Davis Jones

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*Proposed Counsel for the
Debtors and Debtors in Possession*

Exhibit A

Proposed Interim Order

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE**

In re: AMERICAN SIGNATURE, INC., <i>et al.</i> , ¹ Debtors.)))))))	Chapter 11 Case No. 25-12105 (JKS) (Joint Administration Requested) Ref. Docket No. _____
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**INTERIM ORDER (I) AUTHORIZING THE DEBTORS TO HONOR, MAINTAIN, AND
ADMINISTER THE CUSTOMER PROGRAMS AND RELATED PREPETITION
BUSINESS PRACTICES, AND (II) GRANTING RELATED RELIEF**

Upon the motion (the “Motion”)² of the above-captioned debtors and debtors in possession (collectively, the “Debtors”) for entry of an interim order (this “Interim Order”): (a) authorizing, but not directing, the Debtors, in their sole discretion, to (i) fulfill and honor (through payment, credit, setoff, or otherwise) the Customer Obligations as they deem appropriate, and (ii) continue, renew, replace, terminate, and implement Customer Programs and any other customer practices as they deem appropriate, without further application to the Court; and (b) granting related relief, all as more fully set forth in the Motion; and upon the First Day Declaration; and the United States District Court for the District of Delaware having jurisdiction over this matter pursuant to 28 U.S.C. § 1334, which was referred to this Court under 28 U.S.C. § 157 pursuant to the *Amended Standing Order of Reference* from the United States District Court for the District of Delaware, dated February 29, 2012; and this Court having found that this is a core proceeding pursuant to 28 U.S.C. § 157(b)(2); and this Court having found that it may enter a final order consistent with

¹ The Debtors in these chapter 11 cases, along with the last four digits of each Debtor’s federal tax identification number, are: American Signature, Inc. (6162); American Signature Home Inc. (8573); American Signature USA Inc. (6162); ASI Pure Promise Insurance LLC (6162); ASI Elston LLC (7520); ASI – Laporte LLC (6162); ASI Polaris LLC (6162); ASI Thomasville LLC (6162); and American Signature Woodbridge LLC (6162). The Debtors’ business address is 4300 E. 5th Avenue, Columbus, OH 43235.

² Capitalized terms used but not otherwise defined herein have the meanings ascribed to them in the Motion.

Article III of the United States Constitution; and this Court having found that venue of this proceeding and the Motion in this district is proper pursuant to 28 U.S.C. §§ 1408 and 1409; and this Court having found that the relief requested in the Motion is in the best interests of the Debtors' estates, their creditors, and other parties in interest; and this Court having found that the Debtors' notice of the Motion and opportunity for a hearing on the Motion were appropriate under the circumstances and no other notice need be provided; and this Court having reviewed the Motion and having heard the statements in support of the relief requested therein at a hearing before this Court (the "Hearing"); and this Court having determined that the legal and factual bases set forth in the Motion and at the Hearing establish just cause for the relief granted herein; and upon all of the proceedings had before this Court; and after due deliberation and sufficient cause appearing therefor;

IT IS HEREBY ORDERED THAT:

1. The Motion is GRANTED on an interim basis as set forth herein.
2. Any objections to the entry of this Interim Order, to the extent not withdrawn or settled, are overruled.
3. The final hearing (the "Final Hearing") on the Motion shall be held on _____, 2025, at __:__.m. (prevailing Eastern Time). Any objections or responses to entry of a final order on the Motion shall be filed on or before 4:00 p.m. (prevailing Eastern Time), on _____, 2025, and shall be served on: (a) proposed counsel to the Debtors, Pachulski Stang Ziehl & Jones LLP, 919 North Market Street, 17th Floor, Wilmington, Delaware 19801, Attn: Laura Davis Jones (ljones@pszjlaw.com); (b) the Office of the United States Trustee, 844 King Street, Suite 2207, Lockbox 35, Wilmington, Delaware 19801, Attn: Malcolm M. Bates (Malcolm.M.Bates@usdoj.gov); (c) counsel to any statutory committee appointed in these

chapter 11 cases; (d) counsel to the DIP Agent and Prepetition ABL Agent, (i) Choate, Hall & Stewart LLP, Two International Place, Boston, Massachusetts 02110, Attn: John F. Ventola (jventola@choate.com), Jonathan D. Marshall (jmarshall@choate.com), and Lucas B. Barrett (lbarrett@choate.com), and (ii) Richards, Layton & Finger, P.A., One Rodney Square, 920 North King Street, Wilmington, Delaware 19801, Attn: Daniel J. DeFranceschi (defranceschi@RLF.com), John H. Knight (Knight@RLF.com), and Matthew P. Milana (Milana@RLF.com); and (e) counsel to the Prepetition Term Agent, Goldberg Kohn, 55 East Monroe Street, Chicago, Illinois 60603-5792, Attn: Randall L. Klein (randall.klein@goldbergkohn.com) and Zachary J. Garrett (zachary.garrett@goldbergkohn.com).and Blank Rome LLP, 1201 N. Market Street, Suite 800, Wilmington, DE 19801, Attn: Stanley B. Tarr (stanley.tarr@blankrome.com).

4. The Debtors are authorized, but not directed, in their sole discretion and in consultation with the DIP Agent, to: (a) continue to administer all Customer Programs currently in effect; (b) modify or supplement the Customer Programs in the ordinary course of business; and (c) honor any obligations related to the Customer Programs, whether incurred prepetition or postpetition, as they come due in the ordinary course of business on an interim basis; *provided, however,* that payments on account of prepetition obligations related thereto shall not exceed \$250,000 pursuant to this Interim Order without further order of this Court; *provided, further,* that the relief granted in this Interim Order shall be subject to, and governed by, the relief granted in, and any orders entered in connection with, the Store Closing Motion. For the avoidance of doubt, the authority granted in this Interim Order includes authority to amend the Pure Promise Program to eliminate the merchandise credit described in the Motion, together with other changes that may be appropriate under the circumstances.

5. The banks and financial institutions on which checks were drawn or electronic payment requests made in payment of the prepetition obligations approved herein are authorized to receive, process, honor, and pay all such checks and electronic payment requests when presented for payment, and all such banks and financial institutions are authorized to rely on the Debtors' designation of any particular check or electronic payment request as approved by this Interim Order.

6. Nothing contained in the Motion or this Interim Order, and no action taken pursuant to the relief requested or granted (including any payment made in accordance with this Interim Order), is intended as or shall be construed or deemed to be: (a) an admission, concession, or waiver of rights of the Debtors or any party in interest as to the amount of, basis for, validity, priority, enforceability, or perfection of any claim against, lien on (contractual, common law, statutory, or otherwise), security interest in, or other encumbrance on property of the Debtors' estates; (b) a promise or requirement to pay any particular claim; (c) an implication, admission, or finding that any particular claim is an administrative expense claim, other priority claim, or otherwise of a type specified or defined in the Motion or this Interim Order; (d) a request, approval, assumption, adoption, rejection, or, termination of any agreement, contract, lease, program, or policy under section 365 of the Bankruptcy Code; (e) a waiver or limitation of the Debtors or any other party in interest of the right to dispute any claim on any grounds; (f) a waiver or limitation of the Debtors or any person or entity of any claims, causes of action, or other rights, under the Bankruptcy Code or any other applicable law; or (g) a waiver of the obligation of any party in interest to file a proof of claim. Any payment made pursuant to this Interim Order is not intended and should not be construed as an admission as to the validity, priority, or amount of any particular

claim or a waiver of the Debtors' or any other party in interest's rights subsequently to dispute such claim.

7. The Debtors are authorized to issue postpetition checks, or to effect postpetition fund transfer requests, in replacement of any checks or fund transfer requests that are dishonored as a consequence of these chapter 11 cases with respect to prepetition amounts owed in connection with the relief granted herein.

8. Nothing in this Interim Order authorizes the Debtors to accelerate any payments not otherwise due.

9. The contents of the Motion satisfy the requirements of Bankruptcy Rule 6003.

10. Notice of the Motion as provided therein shall be deemed good and sufficient notice of the Motion, and the requirements of Bankruptcy Rule 6004(a) and the Local Rules are satisfied by such notice.

11. Notwithstanding Bankruptcy Rule 6004(h), the terms and conditions of this Interim Order are immediately effective and enforceable upon its entry.

12. The Debtors are authorized to take all actions necessary to effectuate the relief granted in this Interim Order in accordance with the Motion.

13. This Court retains jurisdiction with respect to all matters arising from or related to the implementation, interpretation, and enforcement of this Interim Order.

Exhibit B

Proposed Final Order

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE**

In re:

AMERICAN SIGNATURE, INC., *et al.*,¹

Debtors.

)

) Chapter 11

)

) Case No. 25-12105 (JKS)

)

) (Joint Administration Requested)

) **Ref. Docket No.** _____

**FINAL ORDER (I) AUTHORIZING THE DEBTORS TO HONOR, MAINTAIN, AND
ADMINISTER THE CUSTOMER PROGRAMS AND RELATED PREPETITION
BUSINESS PRACTICES, AND (II) GRANTING RELATED RELIEF**

Upon the motion (the “Motion”)² of the above-captioned debtors and debtors in possession (collectively, the “Debtors”) for entry of a final order (this “Final Order”), (a) authorizing, but not directing, the Debtors, in their sole discretion, to (i) fulfill and honor (through payment, credit, setoff, or otherwise) the Customer Obligations as they deem appropriate, and (ii) continue, renew, replace, terminate, and implement Customer Programs and any other customer practices as they deem appropriate, without further application to the Court; and (b) granting related relief, all as more fully set forth in the Motion; and upon the First Day Declaration; and the United States District Court for the District of Delaware having jurisdiction over this matter pursuant to 28 U.S.C. § 1334, which was referred to this Court under 28 U.S.C. § 157 pursuant to the *Amended Standing Order of Reference* from the United States District Court for the District of Delaware, dated February 29, 2012; and this Court having found that this is a core proceeding pursuant to 28 U.S.C. § 157(b)(2); and this Court having found that it may enter a final order consistent with

¹ The Debtors in these chapter 11 cases, along with the last four digits of each Debtor’s federal tax identification number, are: American Signature, Inc. (6162); American Signature Home Inc. (8573); American Signature USA Inc. (6162); ASI Pure Promise Insurance LLC (6162); ASI Elston LLC (7520); ASI – Laporte LLC (6162); ASI Polaris LLC (6162); ASI Thomasville LLC (6162); and American Signature Woodbridge LLC (6162). The Debtors’ business address is 4300 E. 5th Avenue, Columbus, OH 43235.

² Capitalized terms used but not otherwise defined herein have the meanings ascribed to them in the Motion.

Article III of the United States Constitution; and this Court having found that venue of this proceeding and the Motion in this district is proper pursuant to 28 U.S.C. §§ 1408 and 1409; and this Court having found that the relief requested in the Motion is in the best interests of the Debtors' estates, their creditors, and other parties in interest; and this Court having found that the Debtors' notice of the Motion and opportunity for a hearing on the Motion were appropriate and no other notice need be provided; and this Court having reviewed the Motion and having heard the statements in support of the relief requested therein at a hearing before this Court (the "Hearing"), if any; and this Court having determined that the legal and factual bases set forth in the Motion and at the Hearing, if any, establish just cause for the relief granted herein; and upon all of the proceedings had before this Court; and after due deliberation and sufficient cause appearing therefor;

IT IS HEREBY ORDERED THAT:

1. The Motion is GRANTED on a final basis as set forth in this Final Order.
2. Any objections to the entry of this Final Order, to the extent not withdrawn or settled, are overruled.
3. The Debtors are authorized, but not directed, in their sole discretion and in consultation with the DIP Agent, to: (a) continue to administer all Customer Programs currently in effect; (b) modify or supplement the Customer Programs in the ordinary course of business; and (c) honor any obligations related to the Customer Programs, whether incurred prepetition or postpetition, as they come due in the ordinary course of business on a final basis; *provided, however*, that payments on account of prepetition obligations related thereto shall not exceed \$250,000 pursuant to this Final Order without further order of this Court; *provided, further*, that that the relief granted in this Final Order shall be subject to, and governed by, the relief granted in,

and any orders entered in connection with, the Store Closing Motion. For the avoidance of doubt, the authority granted in this Final Order includes authority to amend the Pure Promise Program to eliminate the merchandise credit described in the Motion, together with other changes that may be appropriate under the circumstances.

4. Nothing contained in the Motion or this Final Order is intended or should be construed to create an administrative priority claim on account of any of the Customer Programs.

5. The banks and financial institutions on which checks were drawn or electronic payment requests made in payment of the prepetition obligations approved herein are authorized to receive, process, honor, and pay all such checks and electronic payment requests when presented for payment, and all such banks and financial institutions are authorized to rely on the Debtors' designation of any particular check or electronic payment request as approved by this Final Order.

6. Nothing contained in the Motion or this Final Order, and no action taken pursuant to the relief requested or granted (including any payment made in accordance with this Final Order), is intended as or shall be construed or deemed to be: (a) an admission, concession, or waiver of rights of the Debtors or any party in interest as to the amount of, basis for, validity, priority, enforceability, or perfection of any claim against, lien on (contractual, common law, statutory, or otherwise), security interest in, or other encumbrance on property of the Debtors' estates; (b) a promise or requirement to pay any particular claim; (c) an implication, admission, or finding that any particular claim is an administrative expense claim, other priority claim, or otherwise of a type specified or defined in the Motion or this Final Order; (d) a request, approval, assumption, adoption, rejection, or, termination of any agreement, contract, lease, program, or policy under section 365 of the Bankruptcy Code; (e) a waiver or limitation of the Debtors or any other party in interest of the right to dispute any claim on any grounds; (f) a waiver or limitation

of the Debtors or any person or entity of any claims, causes of action, or other rights, under the Bankruptcy Code or any other applicable law; or (g) a waiver of the obligation of any party in interest to file a proof of claim. Any payment made pursuant to this Final Order is not intended and should not be construed as an admission as to the validity, priority, or amount of any particular claim or a waiver of the Debtors' or any other party in interest's rights subsequently to dispute such claim.

7. The Debtors are authorized to issue postpetition checks, or to effect postpetition fund transfer requests, in replacement of any checks or fund transfer requests that are dishonored as a consequence of these chapter 11 cases with respect to prepetition amounts owed in connection with the relief granted herein.

8. Notice of the Motion as provided therein shall be deemed good and sufficient notice of the Motion, and the requirements of Bankruptcy Rule 6004(a) and the Local Rules are satisfied by such notice.

9. Notwithstanding Bankruptcy Rule 6004(h), the terms and conditions of this Final Order are immediately effective and enforceable upon its entry.

10. The Debtors are authorized to take all actions necessary to effectuate the relief granted in this Final Order in accordance with the Motion.

11. This Court retains jurisdiction with respect to all matters arising from or related to the implementation, interpretation, and enforcement of this Final Order.