## Your claim can be filed electronically on KCC's website at <a href="https://epoc.kccllc.net/SQBG">https://epoc.kccllc.net/SQBG</a>.

		ŧ	United States Bankruptcy	y Court for the District of Delay	ware			
	Indicate Debt	tor against which you as	sert a claim by checking	the appropriate box below. (C	heck only one	Debtor per claim fo	<u>rm</u> .)	
) S	Sequential Brands Group, Inc. SQBG, Inc. (Case No. 21-1119 Sequential Licensing, Inc. (Case William Rast Licensing, LLC (Case Inc.)	95) ise No. 21-11196) Case No. 21-11197)	☐ The Basketball Market	se No. 21-11200) C (Case No. 21-11201) eting Company, Inc. (Case No. 21- Goods Corp. (Case No. 21-1	□ Joe's Holdings, LLC (Case No. 21-11205) □ Gaiam Brand Holdco, LLC (Case No. 21-112 □ Gaiam Americas, Inc. (Case No. 21-11207) □ SBG-Gaiam Holdings, LLC (Case No. 21-11221) □ SBG Universe Brands, LLC (Case No. 21-11210) □ GBT Promotions LLC (Case No. 21-11210)			
						Sent Case typo	Z	m
	ficial Form 410 roof of Claim	•				Crese	VZ	
			This form is for m	naking a claim for payme	nt in a hankru		$\mathcal{O}$	
oci nor xpl	uments that support the clast gages, and security agree lain in an attachment.	laim, such as promiss ements. <b>Do not senc</b> nt claim could be fine	sory notes, purchase of doriginal documents and up to \$500,000, imp	n this form or on any attact orders, invoices, itemized sets; they may be destroyed a prisoned for up to 5 years, filed.	statements of a fter scanning.	r . In the accuments	are not a	ivaliable,
Pa	Identify the Claim	1			<del></del>			
	Who is the current creditor?			to be paid for this claim)				
		Other names the credito	or used with the debtor					
2.	Has this claim been acquired from someone else?	No Yes. From w	/hom?					
		Where should notic	ces to the creditor be		ere should pa erent)	syments to the cre	ditor be	sent? (if
3.	Where should notices and payments to the creditor be sent?	ERMA V. L	4156TE					
3.	notices and	Name		Nam	ne			
3.	notices and payments to the creditor be sent?  Federal Rule of	Name  204 G STM  Number Street	นอรั	Nun	ne nber Street			
3.	notices and payments to the creditor be sent?	Name  204 G STM  Number Street  ChoroN  City			mber Street	State		ZIP Cod
3.	notices and payments to the creditor be sent?  Federal Rule of Bankruptcy Procedure	Name  204 G STM Number Street  City USA Country	CT State	Nun 06340 ZIP Code City	mber Street			ZIP Cod
3.	notices and payments to the creditor be sent?  Federal Rule of Bankruptcy Procedure (FRBP) 2002(g)	Name  204 G STM Number Street  City USA Country	uset CT	O6 34 C ZIP Code City	nber Street			ZIP Cod
3.	notices and payments to the creditor be sent?  Federal Rule of Bankruptcy Procedure	Name  204 G STM  Number Street  GLOTON  City  US PA  Country	CT State	Nun O6 34 C ZIP Code City Cou	nber Street			ZIP Cod
	notices and payments to the creditor be sent?  Federal Rule of Bankruptcy Procedure (FRBP) 2002(g)	Name  204 G STM  Number Street  CROTON  City  US A  Country  Contact phone  Contact email  Uniform claim identifier	CT State 60 H49-1578	Nun O6 34 C ZIP Code City Cou	nber Street  untry  ntact phone			ZIP Code
	notices and payments to the creditor be sent?  Federal Rule of Bankruptcy Procedure (FRBP) 2002(g)  NOV 2 2 2021  Does this claim	Name  204 G STM  Number Street  CROTON  City  US A  Country  Contact phone  Contact email  Uniform claim identifier	CT State 60 H49-1578	O6 34 C ZIP Code City Cou	nber Street  untry  ntact phone			ZIP Code
RI	notices and payments to the creditor be sent?  Federal Rule of Bankruptcy Procedure (FRBP) 2002(g)  NOV 2 2 2021	Name  204 G STM  Number Street  Cloud STM  City  US A  Country  Contact phone  Contact email  Uniform claim identifier	CT State  60 H49-15-79  For electronic payments in	O6 34 C ZIP Code City Cou	untry ntact phone	State State	/ DD /	ZIP Code

	Give Information Abo	out the Claim as of the Date the Case Was Filed
6.	Do you have any number	⊠ No
	you use to identify the debtor?	Yes. Last 4 digits of the debtor's account or any number you use to identify the debtor:
 7.	How much is the claim?	\$ 1,108,49 Does this amount include interest or other charges?
		\$ 1,108,49 Does this amount include interest or other charges?
		Yes. Attach statement itemizing interest, fees, expenses, or other charges required by Bankruptcy Rule 3001(c)(2)(A).
8.	What is the basis of the	Examples: Goods sold, money loaned, lease, services performed, personal injury or wrongful death, or credit card.
	claim?	Attach redacted copies of any documents supporting the claim required by Bankruptcy Rule 3001(c).
		Limit disclosing information that is entitled to privacy, such as health care information.
		SHARES
9.	Is all or part of the claim	☑ No
	secured?	Yes. The claim is secured by a lien on property.
		Nature of property:
		Real estate: If the claim is secured by the debtor's principal residence, file a Mortgage Proof of Claim Attachment (Official Form 410-A) with this Proof of Claim.
		Motor vehicle
		Other, Describe:
		Basis for perfection:  Attach redacted copies of documents, if any, that show evidence of perfection of a security interest (for example, a mortgage, lien, certificate of title, financing statement, or other document that shows the lien has been filed or recorded.)
		Value of property: \$
		Amount of the claim that is secured: \$
		Amount of the claim that is unsecured: \$(The sum of the secured and unsecured
	RECEIVED	amount should match the amount in line 7
	NOV 2 2 2021	Amount necessary to cure any default as of the date of the petition: \$
Dec.	100000000000000000000000000000000000000	Annual Interest Rate (when case was filed)%
	URTZIAN CARSON COASULTAN	TS Fixed
		Variable
10	). Is this claim based on a	<b>⊠</b> No
	lease?	Yes. Amount necessary to cure any default as of the date of the petition.
11	. Is this claim subject to a	IX No
11	. Is this claim subject to a right of setoff?	No  Yes, Identify the property:

12. Is all or part of the claim entitled to priority under	<b>⋈</b> No				Α,	ount entitled to priority	
11 U.S.C. § 507(a)?	Yes. Chec	ck all that apply:			Amo	ant entitied to priority	
A claim may be partly priority and partly nonpriority. For example,		estic support obligation S.C. § 507(a)(1)(A) o		ny and child suppo	ort) under \$		
in some categories, the law limits the amount	Up to service	\$3,025* of deposits to the second sec	toward purchase, ily, or household u	lease, or rental of ise. 11 U.S.C. § 50	property or 07(a)(7). \$		
entitled to priority.	days	es, salaries, or comm before the bankruptc never is earlier. 11 U.S	y petition is filed o	,650*) earned with r the debtor's bus	nin 180 iness ends,    \$		
	☐ Taxes	s or penalties owed to	governmental uni	ts. 11 U.S.C. § 50	7(a)(8). \$		
	☐ Conti	ibutions to an employ	yee benefit plan. 1	1 U.S.C. § 507(a)	(5). \$		
	☐ Othe	r. Specify subsection	of 11 U.S.C. § 50	7(a)() that appli	es. \$		
	· <del></del>					fter the date of adjustment.	
13. Is all or part of the claim pursuant to 11 U.S.C. § 503(b)(9)?	days before the ordinates	cate the amount of youre the date of commany course of such De	encement of the a ebtor's business. A	ibove case, in whi	ch the goods have b	y the debtor within 20 een sold to the Debtor in claim.	
Part 3: Sign Below							
The person completing	Check the appro	oriate box:					
this proof of claim must sign and date it.	☑ I am the creditor.						
FRBP 9011(b).	_	ditor's attorney or aut	horized agent.				
If you file this claim electronically, FRBP	<del></del>	stee, or the debtor, or		gent. Bankruptcy F	Rule 3004.		
5005(a)(2) authorizes courts to establish local rules specifying what a signature	I am a guarantor, surety, endorser, or other codebtor. Bankruptcy Rule 3005.						
is.	I understand that an authorized signature on this <i>Proof of Claim</i> serves as an acknowledgement that when calculating the amount of the claim, the creditor gave the debtor credit for any payments received toward the debt.						
A person who files a fraudulent claim could be	I have examined the information in this <i>Proof of Claim</i> and have reasonable belief that the information is true and correct.						
fined up to \$500,000, imprisoned for up to 5	I declare under penalty of perjury that the foregoing is true and correct.						
years, or both. 18 U.S.C. §§ 152, 157, and 3571.	Executed on date	e <u>[[ ]7 20</u>	<u> </u>				
	Ermu	V Lise					
	Signature  Print the name of the person who is completing and signing this claim:						
NOV 2 2 2021	t time the name	J. 1.10 POLOGII WIIO 13	proming wild				
	Name	EnmA First name		SFNTO le name	LTSEE Last name		
URTZMAN CARSON CONSULTANTS	Title	MRS.				·	
	Company	Identify the corporate	servicer as the compa	any if the authorized a	gent is a servicer.		
	Address	204 G	STAGET				
	Address	Number S	treet				
		City City		CT State	O6340 ZIP Code	Country	
	0	860 449	1578	Julio	Email	<b>-</b> -	

United States Bankruptcy Court for the District of Delaware									
Indicate Debtor against which you as	sert a claim by checking the appropriate box below. (Check or	nly one Debtor per claim form.)							
	<ul> <li>□ Brand Matter, LLC (Case No. 21-11199)</li> <li>□ SBG FM, LLC (Case No. 21-11200)</li> <li>□ Galaxy Brands, LLC (Case No. 21-11201)</li> <li>□ The Basketball Marketing Company, Inc. (Case No. 21-11202)</li> <li>□ American Sporting Goods Corp. (Case No. 21-11203)</li> <li>□ LNT Brands, LLC (Case No. 21-11204)</li> </ul>	<ul> <li>□ Joe's Holdings, LLC (Case No. 21-11205)</li> <li>□ Gaiam Brand Holdco, LLC (Case No. 21-11206)</li> <li>□ Gaiam Americas, Inc. (Case No. 21-11207)</li> <li>□ SBG-Gaiam Holdings, LLC (Case No. 21-11208)</li> <li>□ SBG Universe Brands, LLC (Case No. 21-11209)</li> <li>□ GBT Promotions LLC (Case No. 21-11210)</li> </ul>							

## Official Form 410

## **Proof of Claim**

04/19

Read the instructions before filling out this form. This form is for making a claim for payment in a bankruptcy case. Other than a claim under 11 U.S.C. § 503(b)(9), this form should not be used to make a claim for an administrative expense arising after the commencement of the case.

Filers must leave out or redact information that is entitled to privacy on this form or on any attached documents. Attach redacted copies or any documents that support the claim, such as promissory notes, purchase orders, invoices, itemized statements of running accounts, contracts, judgments, mortgages, and security agreements. Do not send original documents; they may be destroyed after scanning. If the documents are not available, explain in an attachment.

A person who files a fraudulent claim could be fined up to \$500,000, imprisoned for up to 5 years, or both. 18 U.S.C. §§ 152, 157, and 3571.

Fill in all the information about the claim as of the date the case was filed.

Pa	art 1: Identify the Clair	m							
1.	Who is the current creditor?	ERMA V. LESEE  Name of the current creditor (the person or entity to be paid for this claim  Other names the creditor used with the debtor							
2.	Has this claim been acquired from someone else?	No Yes. From whom?							
3.	Where should notices and payments to the creditor be sent?	Where should notices to the creditor be sent?	Where should payments to the creditor be sent? (if different)						
	Federal Rule of Bankruptcy Procedure	Name         204         G         STRGT           Number         Street           GROTON         CT         06346	Number Street						
	(FRBP) 2002(g)	City State ZIP Code  USA  Country  Contact phone 860 449-1578  Contact email	City State ZIP Code  Country  Contact phone  Contact email						
		Uniform claim identifier for electronic payments in chapter 13 (if you use one):							
4.	Does this claim amend one already filed?	No Yes. Claim number on court claims registry (if known)	Filed on						
5.	Do you know if anyone else has filed a proof of claim for this claim?	No Yes. Who made the earlier filing?							

Pa	Give Information Ab	out the Claim as of the Date the Case Was Filed						
6.	Do you have any number you use to identify the debtor?	<b>⊠</b> No						
		Yes. Last 4 digits of the debtor's account or any number you use to identify the debtor:						
7.	How much is the claim?	\$ Does this amount include interest or other charges?						
		S 1, 108, 49 Does this amount include interest or other charges?  No  Yes. Attach statement itemizing interest, fees, expenses, or other charges required by Bankruptcy Rule 3001(c)(2)(A).						
8.	What is the basis of the claim?	Examples: Goods sold, money loaned, lease, services performed, personal injury or wrongful death, or credit card.  Attach redacted copies of any documents supporting the claim required by Bankruptcy Rule 3001(c).  Limit disclosing information that is entitled to privacy, such as health care information.						
9.	Is all or part of the claim secured?	Yes. The claim is secured by a lien on property.  Nature of property:  Real estate: If the claim is secured by the debtor's principal residence, file a Mortgage Proof of Claim Attachment (Official Form 410-A) with this Proof of Claim.  Motor vehicle  Other. Describe:  Basis for perfection:  Attach redacted copies of documents, if any, that show evidence of perfection of a security interest (for example, a mortgage, lien, certificate of title, financing statement, or other document that shows the lien has been filed or recorded.)						
		Value of property:  Amount of the claim that is secured:  Amount of the claim that is unsecured:  (The sum of the secured and unsecured amount should match the amount in line 7.)  Amount necessary to cure any default as of the date of the petition:  Annual Interest Rate (when case was filed)  Fixed  Variable						
10	). Is this claim based on a lease?	No  Yes. Amount necessary to cure any default as of the date of the petition.  \$						
11	. Is this claim subject to a right of setoff?	➤ No  Yes. Identify the property:						

12. Is all or part of the claim entitled to priority under	Ø	No						_	
11 U.S.C. § 507(a)?		Yes. Check	k all that apply:					Amoun	t entitled to priority
A claim may be partly priority and partly nonpriority. For example,				igations (includ )(A) or (a)(1)(E		and child supp	ort) under	\$	
in some categories, the law limits the amount		Up to S	3,025* of dep	osits toward p I, family, or hou	urchase, lea usehold use.	se, or rental of . 11 U.S.C. § 5	f property or 07(a)(7).	\$	
entitled to priority.		days b	efore the bank	commissions ( cruptcy petition 11 U.S.C. § 50	n is filed or th	0*) earned wit ne debtor's bus	hin 180 siness ends,	\$	
		☐ Taxes	or penalties ov	ved to governn	nental units.	11 U.S.C. § 50	7(a)(8).	\$	
		Contril	butions to an e	mployee bene	efit plan. 11 l	J.S.C. § 507(a	)(5).	\$	
		Other.	Specify subse	ection of 11 U.S	S.C. § 507(a	)() that appl	ies.	\$	
								on or after	the date of adjustment.
13. Is all or part of the claim		No							
pursuant to 11 U.S.C. § 503(b)(9)?		Yes. Indicate the amount of your claim arising from the value of any goods received by the debtor within 20 days before the date of commencement of the above case, in which the goods have been sold to the Debtor in the ordinary course of such Debtor's business. Attach documentation supporting such claim.							
		\$							
	<del></del> -							<del></del> -	
Part 3: Sign Below									
The person completing this proof of claim must sign and date it. FRBP 9011(b).  If you file this claim electronically, FRBP 5005(a)(2) authorizes courts to establish local rules specifying what a signature is.  A person who files a fraudulent claim could be fined up to \$500,000, imprisoned for up to 5 years, or both.  18 U.S.C. §§ 152, 157, and 3571.	I und the all I have I decided Exect	I am the trus I am a guara erstand that mount of the e examined the lare under per uted on date	ditor.  ditor's attorney tee, or the deb entor, surety, er an authorized claim, the crec the information enalty of perjur  MM / DD	ditor gave the c	thorized ager er codebtor. is <i>Proof of C</i> debtor credit <i>f Claim</i> and h going is true a	Bankruptcy Ru  laim serves as for any paymen  nave reasonab  and correct.	le 3005.  an acknowled  nts received to  le belief that th	ward the c	at when calculating lebt. ion is true and correct.
			ERMA		VGATA	T)	LI	SEE	
	Name	9	First name		Middle r	name		name	
	Title		MRS.	<del></del>					
	Comp	oany	Identify the cor	porate servicer as	s the company	if the authorized	agent is a service	er.	·····
	Addre	ess	Number	& STUTE	<i>Y</i>	~~~~	063		USA
			City			State	ZIP Co		Country
	Contr	act nhone	860 H4	9-1578			Email		