

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

In re:

)

) Chapter 11

)

SEQUENTIAL BRANDS GROUP, INC., *et al.*¹

)

) Case No. 21-11194 (JTD)

)

Debtors.

)

) (Jointly Administered)

)

**AFFIDAVIT OF PUBLICATION RE: NOTICE OF (I) APPROVAL OF DISCLOSURE
STATEMENT, (II) ESTABLISHMENT OF VOTING RECORD DATE, (III) HEARING
ON CONFIRMATION OF PLAN AND PROCEDURES AND DEADLINE FOR
OBJECTING TO CONFIRMATION OF PLAN, AND (IV) PROCEDURES AND
DEADLINE FOR VOTING ON PLAN**

This Affidavit of Publication includes the sworn statements verifying that the *Notice of (I) Approval of Disclosure Statement, (II) Establishment of Voting Record Date, (III) Hearing on Confirmation of Plan and Procedures and Deadline for Objecting to Confirmation of Plan, and (IV) Procedures and Deadline for Voting on Plan* were published and incorporated by reference herein as follows:

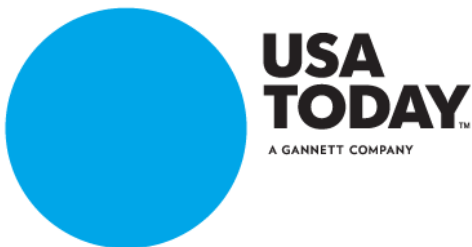
1. In *The New York Times* on January 18, 2022, attached hereto as **Exhibit A**; and
2. In *USA Today* on January 18, 2022, attached hereto as **Exhibit B**.

¹ The Debtors, along with the last four digits of each Debtor's tax identification number, are: Sequential Brands Group, Inc. (2789), SQBG, Inc. (9546), Sequential Licensing, Inc. (7108), William Rast Licensing, LLC (4304), Heeling Sports Limited (0479), Brand Matter, LLC (1258), SBG FM, LLC (8013), Galaxy Brands LLC (9583), The Basketball Marketing Company, Inc. (7003), American Sporting Goods Corporation (1696), LNT Brands LLC (3923), Joe's Holdings LLC (3085), Gaiam Brand Holdco, LLC (1518), Gaiam Americas, Inc. (8894), SBG-Gaiam Holdings, LLC (8923), SBG Universe Brands, LLC (4322), and GBT Promotions LLC (7003). The Debtors' corporate headquarters and the mailing address for each Debtor is 105 E. 34th Street, #249, New York, NY 10016.



Exhibit A

Exhibit B



VERIFICATION OF PUBLICATION

**COMMONWEALTH OF VIRGINIA
COUNTY OF FAIRFAX**

Being duly sworn, Vanessa Salvo says that she is the principal clerk of USA TODAY, and is duly authorized by USA TODAY to make this affidavit, and is fully acquainted with the facts stated herein: on **Tuesday, January 18, 2022**, the following legal advertisement – **SEQUENTIAL BRANDS GROUP, INC.** was published in the national edition of **USA TODAY**.

Vanessa Salvo

Principal Clerk of USA TODAY
January 18, 2022

