

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

)	
In re:)	Chapter 11
)	
SEQUENTIAL BRANDS GROUP, INC., <i>et al.</i> ¹)	Case No. 21-11194 (JTD)
)	
Debtors.)	(Jointly Administered)
)	

CERTIFICATE OF SERVICE

1. I, Cerene Credo, depose and say that I am employed by Kurtzman Carson Consultants LLC (“KCC”), the claims and noticing agent for the Debtors in the above-captioned case. I submit this Certificate in connection with the service of solicitation materials for the *First Amended Disclosure Statement for Joint Plan of Liquidation of Sequential Brands Group, Inc. and its Debtor Affiliates Pursuant to Chapter 11 of the Bankruptcy Code Submitted by the Debtors [Solicitation Version]* (Docket No. 401) (the “Disclosure Statement”) and the *First Amended Joint Plan of Liquidation of Sequential Brands Group, Inc. and its Debtor Affiliates Pursuant to Chapter 11 of the Bankruptcy Code [Solicitation Version]* (Docket No. 402) (the “Plan”). I am over the age of 18 and not a party to this action. Except as otherwise noted, I could and would testify to the following based upon my personal knowledge.

2. On September 1, 2021, the Court entered the *Order Authorizing Retention and Appointment of Kurtzman Carson Consultants LLC as Claims and Noticing Agent* (Docket No. 66).

3. On October 4, 2021 the Court entered the *Order Authorizing the Debtors to Employ and Retain Kurtzman Carson Consultants LLC as Administrative Advisor Effective Nunc Pro Tunc to the Petition Date* (Docket No. 166).

4. Consistent with its retention as claims, noticing, and balloting agent, KCC is charged with, among other things, printing and distributing Solicitation Packages² to creditors and other interested parties pursuant to the solicitation and voting procedures attached as an exhibit to the *Order (I) Approving Disclosure Statement, (II) Fixing Voting Record Date, (III) Scheduling*

¹ The Debtors, along with the last four digits of each Debtor’s tax identification number, are: Sequential BrandsGroup, 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), TBM Company, Inc. (7003), American Sporting Goods Corporation (1696), LNT Brands LLC (3923), Joe’sHoldings LLC (3085), Gaiaam Brand Holdco, LLC (1581), G. Americas, Inc. (8894), SBG-Gaiaam 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.

² Terms not otherwise defined herein shall have the same meanings ascribed to them in the Disclosure Statement Order.



Plan Confirmation Hearing and Approving Form and Manner of Related Notice and Objection Procedures, (IV) Approving Solicitation Packages and Procedures and Deadlines for Soliciting, Receiving, and Tabulating Votes on the Plan, and (V) Approving the Form of Ballot and Notice to Non-Voting Classes (Docket No. 392) (the “Disclosure Statement Order”) entered on January 7, 2022.

5. The Solicitation Package consists of the following materials (the “Solicitation Package”):

- a. USB Flash Drive (the “USB”) containing:
 - i. Disclosure Statement; and
 - ii. Plan;
- b. the Disclosure Statement Order (without exhibits);
- c. a printed copy of the Class 3 Ballot (Term B Secured Claims) (“Class 3 Ballot”) (substantially in the form attached as Exhibit 2-A to the Disclosure Statement Order);
- d. Voting Instructions for Class 3 Term B Secured Claims Ballot for Accepting or Rejecting the Joint Plan of Liquidation of Sequential Brands Group, Inc. and Its Debtor Affiliates Pursuant to Chapter 11 of the Bankruptcy Code (“Voting Instructions”) (substantially in the form attached as Exhibit 2-B to the Disclosure Statement Order);
- e. 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* (Docket No. 403) (the “Confirmation Hearing Notice”) entered on January 12, 2022; and
- f. A pre-addressed, postage pre-paid return envelope.

6. The Non-Voting Package consists of the following documents:

- a. a printed copy of the appropriate Notice of Non-Voting Status:
 - i. *Notice of Non-Voting Status (Non-Voting Classes 1, 2, 4, 5, 6, 7, and 8)* (the “Class Non-Voting Status Notice”) (substantially in the form attached as Exhibit 3 to the Disclosure Statement Order); and

- ii. *Notice of Non-Voting Status (Counterparties to Executory Contracts and/or Unexpired Leases)* (the “Counterparties Non-Voting Status Notice”) (substantially in the form attached as Exhibit 4 to the Disclosure Statement Order);

- b. Confirmation Hearing Notice.

7. On January 12, 2022, links to the following documents were made available on the public access website of www.kccllc.net/SQBG:

- a. Confirmation Hearing Notice;
- b. Plan;
- c. Disclosure Statement; and
- d. Disclosure Statement Order.

8. On February 14, 2022, at my direction and under my supervision, employees of KCC caused the Confirmation Hearing Notice to be served per postal forwarding address via First Class Mail to the parties on the service list attached hereto as Exhibit A.

Dated: February 18, 2022

/s/ Cerene Credo

Cerene Credo
KCC
222 N Pacific Coast Hwy
Suite 300
El Segundo, CA 90245
Tel 310.823.9000

Exhibit A

Creditor Matrix Service List
Served via First Class Mail

CreditorName	Address	City	State	Zip
WGSN, Inc.	575 Broadway Rm 602	New York	NY	10012-3204