

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

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

**CERTIFICATE OF SERVICE**

I, Travis R. Buckingham, 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.

On September 22, 2022, at my direction and under my supervision, employees of KCC caused to be served the following document via Electronic Mail upon the service list attached hereto as **Exhibit A**; and via First Class Mail upon the service list attached hereto as **Exhibit B**:

- **Certification of Counsel Regarding Motion of the Debtors for Entry of Order (I) Establishing Procedures Governing the Sale or Transfer of Certain De Minimis Assets and (II) Granting Related Relief** [Docket No. 643]

Dated: September 23, 2022

/s/ Travis R. Buckingham  
Travis R. Buckingham  
KCC  
222 N Pacific Coast Hwy  
Suite 300  
El Segundo, CA 90245  
Tel 310.823.9000

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<sup>1</sup> 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), Gaiam Brand Holdco, LLC (1581), G. 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 A**  
**Core 2002 Service List**  
**Served via Electronic Mail**

| Description  | CreditorName  | CreditorNoticeName                                    | Email  |
|--|---|---|--|
| Counsel to Centric Brands LLC and Centric West LLC   | Akin Gump Strauss Hauer & Feld LLP                  | Alexander F. Antypas                                  | aantypas@akingump.com  |
| Counsel to Centric Brands LLC, Centric Stalking Horse Bidder and Centric West LLC  | Akin Gump Strauss Hauer & Feld LLP                  | Brad M. Kahn, Zachary N. Wittenberg, Daniel I. Fisher | bkahn@akingump.com;<br>zwittenberg@akingump.com;<br>dfisher@akingump.com     |
| Top 20   | Alvarez & Marsal                                    |   | dfeigenbaum@alvarezandmarsal.com;<br>bankruptcy.notices@alvarezandmarsal.com |
| Counsel to the Ad Hoc Committee of Securities Claimants and Equity Security Holders of Sequential Brands Group, Inc., et al. (the "Ad Hoc Committee"), | Armstrong Teasdale LLP                              | Rafael X. Zahralddin-Aravena, Shelley A. Kinsella     | rzahralddin@atllp.com;<br>skinsella@atllp.com                                |
| Top 20   | BH26 Consultoria e Participacoes Ltda               |   | priscila@bh26.com.br   |
| California Attorney General  | California Attorney General                         | Attn Bankruptcy Department                            | xavier.becerra@doj.ca.gov  |
| California Department of Tax and Fee Administration  | California Department of Tax and Fee Administration | Account Information Group MIC 29                      | SacramentoInquiries@cdtfa.ca.gov   |
| California Department of Tax and Fee Administration  | California Department of Tax and Fee Administration | Special Operations Bankruptcy Team MIC 74             | SacramentoInquiries@cdtfa.ca.gov   |
| Top 20   | Centric Brands                                      | Lori Nembirkow, General Counsel                       | info@centricbrands.com;<br>LNembirkow@centricbrands.com                      |
| Top 20   | Chatham Hedging Advisors                            |   | shess@chathamfinancial.com   |
| Top 20   | CohnReznick LLP                                     |   | Jay.Levy@CohnReznick.com   |
| Colorado Secretary of State  | Colorado Secretary of State                         | Attn Corporate Bankruptcy Dept                        | secretary@sos.state.co.us  |
| Connecticut Attorney General   | Connecticut Attorney General                        | Attn Bankruptcy Department                            | attorney.general@ct.gov  |
| Connecticut Secretary of State   | Connecticut Secretary of State                      | Attn Corporate Bankruptcy Dept                        | denise.merrill@ct.gov  |
| Counsel to With You, Inc.  | Culhane Meadows, PLLC                               | Mette H. Kurth  | mkurth@cm.law  |
| DE AG Office   | Delaware Attorney General                           | Matthew Denn  | attorney.general@state.de.us   |
| DE DOJ   | Delaware Dept of Justice                            | Attn Bankruptcy Dept                                  | attorney.general@state.de.us   |
| Delaware Division of Revenue Bankruptcy Service  | Delaware Division of Revenue Bankruptcy Service     | Attn Bankruptcy Administrator                         | FASNotify@delaware.gov   |
| DE Secretary of State  | Delaware Secretary of State                         | Franchise Tax   | dosdoc_bankruptcy@state.de.us  |
| DE State Treasury  | Delaware State Treasury                             |   | statetreasurer@state.de.us   |
| Top 20   | EisnerAmper LLP                                     |   | shari.savitt@eisneramper.com   |
| Financial Industry Regulatory Authority (FINRA)  | Financial Industry Regulatory Authority             | Greg West Senior Corporate Actions Analyst            | otc.bankruptcies@finra.org   |
| Top 20   | Gstate  |   | mrkbullock@gmail.com   |
| Counsel to the Ad Hoc Committee of Securities Claimants and Equity Security Holders of Sequential Brands Group, Inc., et al. (the "Ad Hoc Committee"), | Horwood Marcus & Berk Chartered                     | Aaron L. Hammer, Nathan E. Delman, Lauren Stricker    | ahammer@hmbllaw.com;<br>ndelman@hmbllaw.com;<br>lstricker@hmbllaw.com        |
| Top 20   | INNES Productions                                   |   | info@jasoninnesphotography.com   |
| IRS  | Internal Revenue Service                            | Attn Susanne Larson                                   | SBSE.Insolvency.Balt@irs.gov   |
| Top 20   | Just Because Productions, Inc.                      | c/o Nigro, Karlin Segal Feldstein & Bolno LLC         | dwiley@nksfb.com   |
| Counsel to KKR Credit Advisors (US) LLC  | King & Spalding LLP                                 | Lindsey Henrikson                                     | lhenrikson@kslaw.com   |
| Counsel to the Term B Lenders, KKR Credit Advisors (US) LLC and DIP Lenders  | King & Spalding LLP                                 | Roger Schwartz, Peter Montoni, Timothy Fesenmyer      | rschwartz@kslaw.com;<br>pmontoni@kslaw.com;<br>tfesenmyer@kslaw.com          |
| Maine Attorney General   | Maine Attorney General                              | Attn Bankruptcy Department                            | oag.mediation@maine.gov  |
| Maine Secretary of State   | Maine Secretary of State                            | Attn Corporate Bankruptcy Dept                        | sos.office@maine.gov   |
| Massachusetts Attorney General   | Massachusetts Attorney General                      | Attn Bankruptcy Department                            | ago@state.ma.us  |
| Massachusetts Secretary of State   | Massachusetts Secretary of the Commonwealth         | Attn Corporate Bankruptcy Dept                        | corpinfo@sec.state.ma.us   |
| Counsel to AmTrust North America, Inc. on behalf of Wesco Insurance Company  | Maurice Wutscher LLP                                | Alan C. Hochheiser                                    | ahochheiser@mauricewutscher.com  |
| Michigan Attorney General  | Michigan Attorney General                           | Attn Bankruptcy Department                            | miag@michigan.gov  |
| Michigan Secretary of State  | Michigan Secretary of State                         | Attn Corporate Bankruptcy Dept                        | secretary@michigan.gov   |

**Exhibit A**  
**Core 2002 Service List**  
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| Description  | CreditorName                                 | CreditorNoticeName  | Email  |
|--|--|---|--|
| Minnesota Attorney General   | Minnesota Attorney General                   | Attn Bankruptcy Department  | ag.replies@ag.state.mn.us  |
| Minnesota Secretary of State   | Minnesota Secretary of State                 | Attn Corporate Bankruptcy Dept  | secretary.state@state.mn.us  |
| Counsel to Bank of America N.A., as administrative agent and collateral agent under the Debtors' prepetition first lien credit facility. | Morgan, Lewis & Bockius LLP                  | Marjorie Crider, Julie Frost-Davies, Christopher L. Carter  | marjorie.crider@morganlewis.com; julia.frost-davies@morganlewis.com; christopher.carter@morganlewis.com                              |
| Counsel to the Term B Lenders, DIP Lenders, KKR Credit Advisors (US) LLC and Wilmington Trust, National Association                      | Morris, Nichols, Arsht & Tunnell LLP         | Robert J. Dehney, Derek C. Abbott, Curtis S. Miller, Paige N. Topper, Andrew R. Remming, Tamara K. Mann | rdehney@morrisnichols.com; dabbott@morrisnichols.com; ptopper@morrisnichols.com; aremming@morrisnichols.com; tmann@morrisnichols.com |
| New Hampshire Attorney General   | New Hampshire Attorney General               | Attn Bankruptcy Department  | attorneygeneral@doj.nh.gov   |
| New Hampshire Secretary of State   | New Hampshire Secretary of State             | Attn Corporate Bankruptcy Dept  | corporate@sos.nh.gov   |
| New Jersey Attorney General  | New Jersey Attorney General                  | Attn Bankruptcy Department  | Heather.Anderson@law.njoag.gov   |
| New Jersey Secretary of State  | New Jersey Lt Governor                       | Attn Corporate Bankruptcy Dept  | feedback.sos@sos.nj.gov  |
| Top 20   | New Life CDC                                 |   | mrkbullock@gmail.com   |
| New Mexico Attorney General  | New Mexico Attorney General                  | Attn Bankruptcy Department  | hbalderas@nmag.gov   |
| New Mexico Secretary of State  | New Mexico Secretary of State                | Attn Corporate Bankruptcy Dept  | secretary.state@state.nm.us  |
| New York State Dept of Taxation and Finance  | New York State Dept of Taxation and Finance  | Attn Office of Counsel  | amanda.hiller@tax.ny.gov   |
| Top 20   | Oakbay Athletics                             |   | isaaccharles@oakbayfits.com  |
| US Trustee for District of DE  | Office of the United States Trustee Delaware | Richard Schepacarter  | richard.schepacarter@usdoj.gov   |
| Ohio Attorney General  | Ohio Attorney General                        | Attn Robert Doty  | trish.lazich@ohioattorneygeneral.gov; Robert.Doty@OhioAGO.gov  |
| Top 20   | Olshan Frome Wolosky LLP                     |   | info@olshanlaw.com   |
| Oregon Attorney General  | Oregon Attorney General                      | Attn Bankruptcy Department  | Fred.Boss@doj.state.or.us  |
| Oregon Secretary of State  | Oregon Secretary of State                    | Attn Corporate Bankruptcy Dept  | oregon.sos@oregon.gov  |
| Top 20   | Phillips Nizer LLP                           |   | jtillem@phillipsnizer.com  |
| Top 20   | Proskauer Rose LLP                           |   | jalonzo@proskauer.com  |
| Counsel to Centric Brands LLC and Centric West LLC   | Richards, Layton & Finger, P.A.              | Mark D. Collins, Paul N. Heath, David T. Queroli  | collins@rjf.com; heath@rjf.com; queroli@rjf.com  |
| Counsel to Bank of America N.A., as administrative agent and collateral agent under the Debtors' prepetition first lien credit facility. | Robinson & Cole LLP                          | Jamie L. Edmonson   | jedmonson@rc.com   |
| Counsel to Bank of America N.A., as administrative agent and collateral agent under the Debtors' prepetition first lien credit facility. | Robinson & Cole LLP                          | Rachel J. Mauceri   | rmauceri@rc.com  |
| SEC Regional Office  | Securities & Exchange Commission             | G Jeffrey Boujoukos<br>Regional Director  | philadelphia@sec.gov   |
| SEC Headquarters   | Securities & Exchange Commission             | Secretary of the Treasury   | SECBankruptcy-OGC-ADO@SEC.GOV  |
| SEC Regional Office  | Securities & Exchange Commission NY Office   | Andrew Calamari Regional Director   | bankruptcynoticeschr@sec.gov   |
| Top 20   | Shearman & Sterling                          |   | John.Nathanson@Shearman.com  |
| Counsel to Fit For Life, LLC   | Sills Cummis & Gross P.C.                    | Michael Goldsmith   | mgoldsmith@sillscummis.com   |
| Top 20   | Simon Management Associates                  |   | callred@simon.com  |
| Counsel to Simon Property Group, Inc.  | Simon Property Group, Inc.                   | Ronald M. Tucker, Esq.  | rtucker@simon.com  |
| Top 20   | Symphony                                     |   | mick@symphonyip.com  |
| Top 20   | Tengram Capital Management LP                |   | info@tengramcapital.com  |
| Top 20   | Tennman Brands LLC                           |   | agossett@gossettmotors.com   |
| US Attorney for District of Delaware   | US Attorney for District of Delaware         | US Attorney for Delaware  | usade.ecfbankruptcy@usdoj.gov  |
| Washington Attorney General  | Washington Attorney General                  | Attn Bankruptcy Department  | emailago@atg.wa.gov  |

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**Core 2002 Service List**  
**Served via Electronic Mail**

| Description                                | CreditorName                         | CreditorNoticeName   | Email  |
|--|--------------------------------------|--|--|
| Co-Counsel to Gainline Galaxy Holdings LLC | Willkie Farr & Gallagher LLP         | Paul V. Shalhoub, Ciara A. Copell, Jonathan S. Kubek, Gregory B. Astrachan | pshalhoub@willkie.com; ccopell@willkie.com; gastrachan@willkie.com; jkubek@willkie.com |
| Top 20                                     | Wood, Herron & Evans LLP             |  | tremaklus@whe-law.com  |
| Co-Counsel to Gainline Galaxy Holdings LLC | Young Conaway Stargatt & Taylor, LLP | Edmon L. Morton, Matthew B. Lunn   | emorton@ycst.com; mlunn@ycst.com   |

## **Exhibit B**

**Exhibit B**  
**Core 2002 Service List**  
**Served via First Class Mail**

| Description                                 | CreditorName                                | CreditorNoticeName                    | Address1                                | Address2               | City         | State | Zip        |
|---|---|---------------------------------------|---|------------------------|--------------|-------|------------|
| CA Franchise Tax Board                      | CA Franchise Tax Board                      | Bankruptcy Section MS A340            | PO Box 2952                             |                        | Sacramento   | CA    | 95812-2952 |
| California Secretary of State               | California Secretary of State               | Attn Corporate Bankruptcy Dept        | 1500 11th Street                        |                        | Sacramento   | CA    | 95814      |
| California State Board of Equalization      | California State Board of Equalization      | Attn Bankruptcy Dept                  | 3321 Power Inn Rd Ste 250               |                        | Sacramento   | CA    | 95826-3893 |
| California State Board of Equalization      | California State Board of Equalization      | Legal Department                      | 450 N Street, MIC 121                   | PO Box 942879          | Sacramento   | CA    | 94279-0121 |
| Colorado Attorney General                   | Colorado Attorney General                   | Attn Bankruptcy Department            | Ralph L Carr Colorado Judicial Building | 1300 Broadway, 10th Fl | Denver       | CO    | 80203      |
| IRS   | Internal Revenue Service                    | Centralized Insolvency Operation      | PO Box 7346                             |                        | Philadelphia | PA    | 19101-7346 |
| New York Attorney General                   | New York Attorney General                   | Attn Bankruptcy Department            | Office of the Attorney General          | The Capitol, 2nd Fl.   | Albany       | NY    | 12224-0341 |
| New York Secretary of State                 | New York Secretary of State                 | Attn Corporate Bankruptcy Dept        | One Commerce Plaza                      | 99 Washington Ave      | Albany       | NY    | 12231-0001 |
| New York State Dept of Taxation and Finance | New York State Dept of Taxation and Finance | Bankruptcy/Special Procedures Section | PO Box 5300                             |                        | Albany       | NY    | 12205-0300 |
| Ohio Secretary of State                     | Ohio Secretary of State                     | Attn Corporate Bankruptcy Dept        | 22 North Fourth Street                  |                        | Columbus     | OH    | 43215      |
| Washington Secretary of State               | Washington Secretary of State               | Attn Corporate Bankruptcy Dept        | PO Box 40220                            |                        | Olympia      | WA    | 98504-0220 |