

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

In re: : X
: Chapter 11
: :
SEQUENTIAL BRANDS GROUP, INC., *et al.*,¹ : Case No. 21-11194 (JTD)
: :
Debtors. : (Joint Administration Requested)
: :
X Hearing Date: Sept. 1, 2021 at 2:00 p.m. (ET)

NOTICE OF HEARING ON FIRST DAY MOTIONS

PLEASE TAKE NOTICE that on August 31, 2021 (the “Petition Date”), the above-captioned debtors and debtors-in-possession filed voluntary petitions for relief under chapter 11 of title 11 of the United States Code, 11 U.S.C. §§ 101-1532 (the “Bankruptcy Code”), with the Clerk of the United States Bankruptcy Court for the District of Delaware. The Debtors are continuing to operate their business and manage their affairs as debtors in possession pursuant to sections 1107(a) and 1108 of the Bankruptcy Code.

PLEASE TAKE FURTHER NOTICE that together with their chapter 11 petitions, the Debtors also filed the following motions set forth below (collectively, the “First Day Motions”). A hearing to consider the First Day Motions (the “First Day Hearing”) will be held on **September 1, 2021 at 2:00 p.m. (prevailing Eastern time)**, before the Honorable John T. Dorsey at the United States Bankruptcy Court for the District of Delaware (the “Court”).

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 1407 Broadway, 38th Floor, New York, NY 10018.



1. Debtors' Motion Seeking Entry of an Order (I) Directing Joint Administration of Their Related Chapter 11 Cases and (II) Granting Related Relief [Filed 8/31/21] ([Docket No. 2](#))
2. Debtors' Motion for Entry of an Order (I) Authorizing the Debtors to (A) File a Consolidated List of Creditors in Lieu of Submitting a Separate Mailing Matrix for Each Debtor, (B) File a Consolidated List of the Debtors' Twenty Largest Unsecured Creditors, and (C) Redact Certain Personally Identifiable Information for Individual Creditors and Interest Holders, and (II) Granting Related Relief [Filed 8/31/21] ([Docket No. 4](#))
3. Debtors' Application for Appointment of Kurtzman Carson Consultants LLC as Claims and Noticing Agent Effective *Nunc Pro Tunc* to the Petition Date [Filed 8/31/21] ([Docket No. 5](#))
4. Motion of Debtors for Interim and Final Orders (A) Authorizing Continued Use of Existing Cash Management System, Including Maintenance of Existing Bank Accounts, Checks, and Business Forms; (B) Authorizing Continuation of Existing Deposit Practices; (C) Waiving Certain U.S. Trustee Guidelines; (D) Authorizing Continuation of Intercompany Transactions; (E) Granting Priority Status to Postpetition Intercompany Claims; (F) Authorizing the Debtors to Open and Close Bank Accounts; and (G) Granting Related Relief [Filed 8/31/21] ([Docket No. 8](#))
5. Debtors' Motion Seeking Entry of Interim and Final Orders (I) Authorizing the Debtors to (A) Continue Employee Compensation and Benefit Programs and (B) Pay Prepetition Claims Related Thereto and (II) Granting Related Relief [Filed 8/31/21] ([Docket No. 10](#))
6. Debtors' Motion for Entry of Interim and Final Orders (I) Authorizing the Debtors to Obtain Postpetition Financing, (II) Authorizing the Debtors to Use Cash Collateral; (III) Granting Liens and Providing Super-Priority Administrative Expense Status, (IV) Granting Adequate Protection, (V) Modifying the Automatic Stay, (VI) Scheduling a Final Hearing, and (VII) Granting Related Relief [Filed 8/31/21] ([Docket No. 11](#))

PLEASE TAKE FURTHER NOTICE that copies of the First Day Motions can be obtained through the Court's website at www.deb.uscourts.gov, referencing 21-11194 (JTD), by accessing the website of the Debtors' claims agent, Kurtzman Carson Consultants LLC, at <http://www.kccllc.net/sqbg>, or by calling 1-866-556-7696.

PLEASE TAKE FURTHER NOTICE that any and all objections to the First Day

Motions may be made at the First Day Hearing.

Dated: August 31, 2021

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Proposed Counsel to the Debtors and Debtors in Possession