

IN THE UNITED STATES BANKRUPTCY COURT
FOR THE DISTRICT OF DELAWARE

In re:

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

Debtors.

)
) Chapter 11
)
) Case No. 21-11194 (JTD)
)
) (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 October 8, 2021, at my direction and under my supervision, employees of KCC caused to be served the following document via Electronic Mail upon the service lists attached hereto as **Exhibit A** and **Exhibit B**; and via Overnight Mail upon the service lists attached hereto as **Exhibit C** and **Exhibit D**:

- **Notice of (I) Stalking Horse Designation and (II) Filing of With You Stalking Horse Purchase Agreement with Bid Protections** [Docket No. 176]

Dated: October 12, 2021

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

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.



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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; zwittenberg@akingump.com; dfisher@akingump.com
Top 20	Alvarez & Marsal		dfeigenbaum@alvarezandmarsal.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; 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; andrea.gilberti@ct.gov
Counsel for 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
Top 20	Gstate		mrkbullock@gmail.com
Top 20	INNES Productions		info@jasoninnesphotography.com
IRS	Internal Revenue Service	Attn Susanne Larson	SBSE.Insolvency.Balt@irs.gov
Counsel to the DIP Agent and Wilmington Trust, National Association	James Bates Brannan Groover LLP	Sara Kate Rumsey, Doroteya N. Wozniak	skrumsey@jamesbatesllp.com; dwozniak@jamesbatesllp.com
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, R. Jacob Jumbeck	lhenrikson@kslaw.com; jjumbeck@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; pmontoni@kslaw.com; 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
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
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, Arshat & 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; cmiller@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

Exhibit A
Core 2002 Service List
Served via Electronic Mail

Description	CreditorName	CreditorNoticeName	Email
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	hbaldas@nmag.gov
New Mexico Secretary of State	New Mexico Secretary of State	Attn Corporate Bankruptcy Dept	secretary.state@state.nm.us
New York Attorney General	New York Attorney General	Attn Bankruptcy Department	Norman.fivel@ag.ny.gov
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, James L. Lathrop	jedmonson@rc.com; jlathrop@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 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	bankruptcynticeschr@sec.gov
Top 20	Shearman & Sterling		John.Nathanson@Shearman.com
Counsel for Fit For Life, LLC	Sills Cummis & Gross P.C.	Michael Goldsmith	mgoldsmith@sillscummis.com
Top 20	Simon Management Associates		callred@simon.com
Counsel for 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 Attorneys Office	US Attorney for Delaware	David C. Weiss	usade.ecfbankruptcy@usdoj.gov
Washington Attorney General	Washington Attorney General	Attn Bankruptcy Department	emailago@atg.wa.gov
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

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All Interested Sale Parties' Information
Redacted

Exhibit C

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Core 2002 Service List
Served via Overnight 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	2970 Market St		Philadelphia	PA	19104
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

Exhibit D

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All Interested Sale Parties' Information
Redacted