

UNITED STATES BANKRUPTCY COURT  
FOR THE DISTRICT OF DELAWARE

In re: X  
: Chapter 11  
:  
SEQUENTIAL BRANDS GROUP, INC., *et al.*,<sup>1</sup> : Case No. 21-11194 (JTD)  
:  
Debtors. : (Joint Administration Requested)  
X

NOTICE OF AGENDA OF MATTERS SCHEDULED FOR FIRST DAY HEARING  
ON SEPTEMBER 1, 2021 AT 2:00 P.M. (PREVAILING EASTERN TIME)  
BEFORE THE HONORABLE JOHN T. DORSEY

**PLEASE TAKE NOTICE: All remote hearings scheduled before Judge Dorsey will be conducted entirely over Zoom and will require all participants to register in advance. CourtCall will no longer be used to dial in unless otherwise specified by chambers. This hearing will be held via Zoom only.**

**Any party wishing to appear must register no later than one (1) hour prior to the hearing at the link below:**

<https://debuscourts.zoomgov.com/meeting/register/vJlSdOupqzIsGOZdRMuhTUTKq9ufcBi-pcQ>

**MATTERS GOING FORWARD:**

1. Voluntary Petitions:
  - A. Sequential Brands Group, Inc. [[Case No. 21-11194](#)]
  - B. SQBG, Inc. [[Case No. 21-11195](#)]
  - C. Sequential Licensing, Inc. [[Case No. 21-11196](#)]
  - D. William Rast Licensing, LLC [[Case No. 21-11197](#)]
  - E. Heeling Sports Limited [[Case No. 21-11198](#)]

<sup>1</sup> 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.



- F. Brand Matter, LLC [[Case No. 21-11199](#)]
- G. SBG FM, LLC [[Case No. 21-11200](#)]
- H. Galaxy Brands LLC [[Case No. 21-11201](#)]
- I. The Basketball Marketing Company, Inc. [[Case No. 21-11202](#)]
- J. American Sporting Goods Corporation [[Case No. 21-11203](#)]
- K. LNT Brands LLC [[Case No. 21-11204](#)]
- L. Joe's Holdings LLC [[Case No. 21-11205](#)]
- M. Gaiam Brand Holdco, LLC [[Case No. 21-11206](#)]
- N. Gaiam Americas, Inc. [[Case No. 21-11207](#)]
- O. SBG-Gaiam Holdings, LLC [[Case No. 21-11208](#)]
- P. SBG Universe Brands, LLC [[Case No. 21-11209](#)]
- Q. GBT Promotions LLC [[Case No. 21-11210](#)]

2. Declaration of Lorraine DiSanto in Support of the Debtors' Chapter 11 Petitions and Requests for First Day Relief [Filed 8/31/21] ([Docket No. 3](#))

Status: The Declaration will be relied upon as evidentiary support for the first day matters listed below. The Debtors will seek to admit the declaration of Lorraine DiSanto in support of the matters listed below. Ms. DiSanto will be available should the Court have any questions.

#### **Administrative First Day Motions**

3. 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](#))

Status: This matter is going forward.

4. 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](#))

Status: This matter is going forward.

5. 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](#))

Status: This matter is going forward.

**First-Day Motions Pertaining to Business Operations**

6. 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](#))

Status: This matter is going forward on an interim basis.

7. 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](#))

Status: This matter is going forward on an interim basis.

**DIP Financing and Cash Collateral Motion**

8. 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](#))

Related Documents:

- A. Declaration of James Doak in Support of 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. 12](#))

Status: This matter is going forward on an interim basis. The Debtors will seek to admit the declaration of James Doak in support of this matter. Mr. Doak will be available should the Court have any questions.

**Bid Procedures Motion**

9. Motion of the Debtors for Entry of Orders (I)(A) Approving Bidding Procedures for the Sale of Substantially All of the Debtors' Assets, (B) Authorizing the Debtors to Enter Into One or More Stalking Horse Agreements and to Provide Bidding Protections Thereunder, (C) Scheduling an Auction and Approving the Form and Manner Thereof, (D) Approving Assumption and Assignment Procedures, and (E) Scheduling a Sale Hearing and Approving the Form and Manner of Notice Thereof; (II)(A) Approving the Sale of the Debtors' Assets Free and Clear of Liens, Claims, Interests and Encumbrances, (B) Approving the Assumption and Assignment of Executory Contracts and Unexpired Leases; (III) Granting Related Relief [Filed 8/31/21] ([Docket No. 19](#))

Status: The Debtors will seek to schedule this motion to be heard at a later hearing.

*[Signature on next page.]*

Dated: August 31, 2021

**PACHULSKI STANG ZIEHL & JONES LLP**

/s/ Laura Davis Jones

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