

Your claim can be filed electronically on KCC's website at <https://epoc.kccllc.net/SQBG>.

United States Bankruptcy Court for the District of Delaware

Indicate Debtor against which you assert a claim by checking the appropriate box below. (Check only one Debtor per claim form.)

- | | | |
|---|---|---|
| <input checked="" type="checkbox"/> Sequential Brands Group, Inc. (Case No. 21-11194) | <input type="checkbox"/> Brand Matter, LLC (Case No. 21-11199) | <input type="checkbox"/> Joe's Holdings, LLC (Case No. 21-11205) |
| <input type="checkbox"/> SQBG, Inc. (Case No. 21-11195) | <input type="checkbox"/> SBG FM, LLC (Case No. 21-11200) | <input type="checkbox"/> Gaiam Brand Holdco, LLC (Case No. 21-11206) |
| <input type="checkbox"/> Sequential Licensing, Inc. (Case No. 21-11196) | <input type="checkbox"/> Galaxy Brands, LLC (Case No. 21-11201) | <input type="checkbox"/> Gaiam Americas, Inc. (Case No. 21-11207) |
| <input type="checkbox"/> William Rast Licensing, LLC (Case No. 21-11197) | <input type="checkbox"/> The Basketball Marketing Company, Inc. (Case No. 21-11202) | <input type="checkbox"/> SBG-Gaiam Holdings, LLC (Case No. 21-11208) |
| <input type="checkbox"/> Heeling Sports Limited (Case No. 21-11198) | <input type="checkbox"/> American Sporting Goods Corp. (Case No. 21-11203) | <input type="checkbox"/> SBG Universe Brands, LLC (Case No. 21-11209) |
| | <input type="checkbox"/> LNT Brands, LLC (Case No. 21-11204) | <input type="checkbox"/> GBT Promotions LLC (Case No. 21-11210) |

Official Form 410

Proof of Claim

04/19

Read the instructions before filling out this form. This form is for making a claim for payment in a bankruptcy case. Other than a claim under 11 U.S.C. § 503(b)(9), this form should not be used to make a claim for an administrative expense arising after the commencement of the case.

Filers must leave out or redact information that is entitled to privacy on this form or on any attached documents. Attach redacted copies or any documents that support the claim, such as promissory notes, purchase orders, invoices, itemized statements of running accounts, contracts, judgments, mortgages, and security agreements. Do not send original documents; they may be destroyed after scanning. If the documents are not available, explain in an attachment.

A person who files a fraudulent claim could be fined up to \$500,000, imprisoned for up to 5 years, or both. 18 U.S.C. §§ 152, 157, and 3571.

Fill in all the information about the claim as of the date the case was filed.

Part 1: Identify the Claim

1. Who is the current creditor?

Alvin Pasternak

Name of the current creditor (the person or entity to be paid for this claim)

Other names the creditor used with the debtor _____

2. Has this claim been acquired from someone else?

☒ No

☐ Yes. From whom? _____

3. Where should notices and payments to the creditor be sent?

Where should notices to the creditor be sent?

Alvin Pasternak

Name

35 Reyna Lane

Number Street

New Rochelle New York 10804

City State ZIP Code

United States

Country

Contact phone (914) 473-0944

Contact email samma997@aol.com

Uniform claim identifier for electronic payments in chapter 13 (if you use one): _____

Where should payments to the creditor be sent? (if different)

Name

Number Street

City State ZIP Code

Country

Contact phone

Contact email

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4. Does this claim amend one already filed?

☒ No

☐ Yes. Claim number on court claims registry (if known) _____

Filed on _____
MM / DD / YYYY

5. Do you know if anyone else has filed a proof of claim for this claim?

☒ No

☐ Yes. Who made the earlier filing? _____



Part 2: Give Information About the Claim as of the Date the Case Was Filed

6. Do you have any number you use to identify the debtor? ☒ No
☐ Yes. Last 4 digits of the debtor's account or any number you use to identify the debtor: _____

7. How much is the claim? \$ 43,315.00 Does this amount include interest or other charges?
☒ No
☐ Yes. Attach statement itemizing interest, fees, expenses, or other charges required by Bankruptcy Rule 3001(c)(2)(A).

8. What is the basis of the claim? Examples: Goods sold, money loaned, lease, services performed, personal injury or wrongful death, or credit card.
Attach redacted copies of any documents supporting the claim required by Bankruptcy Rule 3001(c).
Limit disclosing information that is entitled to privacy, such as health care information.

Equity

9. Is all or part of the claim secured? ☒ No
☐ Yes. The claim is secured by a lien on property.
Nature of property:
☐ Real estate: If the claim is secured by the debtor's principal residence, file a *Mortgage Proof of Claim Attachment* (Official Form 410-A) with this *Proof of Claim*.
☐ Motor vehicle
☐ Other. Describe: _____
Basis for perfection: _____
Attach redacted copies of documents, if any, that show evidence of perfection of a security interest (for example, a mortgage, lien, certificate of title, financing statement, or other document that shows the lien has been filed or recorded.)
Value of property: \$ _____
Amount of the claim that is secured: \$ _____
Amount of the claim that is unsecured: \$ _____ (The sum of the secured and unsecured amount should match the amount in line 7.)

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Amount necessary to cure any default as of the date of the petition: \$ _____

Annual Interest Rate (when case was filed) _____ %

☐ Fixed
☐ Variable

10. Is this claim based on a lease? ☒ No
☐ Yes. Amount necessary to cure any default as of the date of the petition. \$ _____

11. Is this claim subject to a right of setoff? ☒ No
☐ Yes. Identify the property: _____

12. Is all or part of the claim entitled to priority under 11 U.S.C. § 507(a)?

☒ No

☐ Yes. Check all that apply:

Amount entitled to priority

A claim may be partly priority and partly nonpriority. For example, in some categories, the law limits the amount entitled to priority.

☐ Domestic support obligations (including alimony and child support) under 11 U.S.C. § 507(a)(1)(A) or (a)(1)(B).

\$ _____

☐ Up to \$3,025* of deposits toward purchase, lease, or rental of property or services for personal, family, or household use. 11 U.S.C. § 507(a)(7).

\$ _____

☐ Wages, salaries, or commissions (up to \$13,650*) earned within 180 days before the bankruptcy petition is filed or the debtor's business ends, whichever is earlier. 11 U.S.C. § 507(a)(4).

\$ _____

☐ Taxes or penalties owed to governmental units. 11 U.S.C. § 507(a)(8).

\$ _____

☐ Contributions to an employee benefit plan. 11 U.S.C. § 507(a)(5).

\$ _____

☐ Other. Specify subsection of 11 U.S.C. § 507(a)() that applies.

\$ _____

* Amounts are subject to adjustment on 4/01/22 and every 3 years after that for cases begun on or after the date of adjustment.

13. Is all or part of the claim pursuant to 11 U.S.C. § 503(b)(9)?

☒ No

☐ Yes. Indicate the amount of your claim arising from the value of any goods received by the debtor within 20 days before the date of commencement of the above case, in which the goods have been sold to the Debtor in the ordinary course of such Debtor's business. Attach documentation supporting such claim.

\$ _____

Part 3: Sign Below

The person completing this proof of claim must sign and date it. FRBP 9011(b).

If you file this claim electronically, FRBP 5005(a)(2) authorizes courts to establish local rules specifying what a signature is.

A person who files a fraudulent claim could be fined up to \$500,000, imprisoned for up to 5 years, or both. 18 U.S.C. §§ 152, 157, and 3571.

Check the appropriate box:

☒ I am the creditor.

☐ I am the creditor's attorney or authorized agent.

☐ I am the trustee, or the debtor, or their authorized agent. Bankruptcy Rule 3004.

☐ I am a guarantor, surety, endorser, or other codebtor. Bankruptcy Rule 3005.

I understand that an authorized signature on this *Proof of Claim* serves as an acknowledgement that when calculating the amount of the claim, the creditor gave the debtor credit for any payments received toward the debt.

I have examined the information in this *Proof of Claim* and have reasonable belief that the information is true and correct.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on date 11 17 2021
MM / DD / YYYY

Ali Pasternak
Signature

Print the name of the person who is completing and signing this claim:

Name

Alvin
First name

Pasternak
Middle name

Pasternak
Last name

Title

Company

Identify the corporate servicer as the company if the authorized agent is a servicer.

Address

35 Regina Lane
Number Street

New Rochelle
City

New York
State

10804
ZIP Code

United States
Country

Contact phone

(914) 473-0944

Email

Samma997@aol.com

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**Account History - 65482930** Search results for 1/1/2020 to 12/31/2020

Wed Nov 17 2021 2:21:18 pm ET

Date	Description	Net Change
07/27/2020 07:02:58	MANDATORY REORGANIZATION FEE (81734P107)	-38.00
Transaction ID: 27817014569		
Quantity:		
Put/Call:		
Expiration:		
Symbol:		
Underlying:		
Strike:		
Date	Description	Net Change
07/27/2020 07:03:34	MANDATORY REVERSE SPLIT (81734P107)	0.00
Transaction ID: 27817014565		
Quantity: 17434		
Put/Call:		
Expiration:		
Symbol:		
Underlying:		
Strike:		
Date	Description	Net Change
07/27/2020 07:03:34	MANDATORY REVERSE SPLIT (SQBG)	0.00
Transaction ID: 27817014567		
Quantity: 435		
Put/Call:		
Expiration:		
Symbol: SQBG		
Underlying:		
Strike:		
Date	Description	Net Change
07/28/2020 10:40:18	CASH IN LIEU OF FRACTIONAL SHARES (SQBG)	5.52
Transaction ID: 27842636722		
Quantity:		
Put/Call:		
Expiration:		
Symbol: SQBG		
Underlying:		
Strike:		

**Account History - 65482930** Search results for 1/1/2018 to 12/31/2018

Wed Nov 17 2021 2:22:41 pm ET

Date	Description	Net Change
02/26/2018 00:00:01	TRANSFER OF SECURITY OR OPTION IN (SQBG)	0.00
Transaction ID: 18550521368	Symbol: SQBG	
Quantity: 10000	Underlying:	
Put/Call:	Strike:	
Expiration:		
Date	Description	Net Change
10/18/2018 11:20:33	Bought 5000 SQBG @ 1.37	-6,856.95
Transaction ID: 20524008986	Order Number: 421162842	
Underlying:	Strike:	
Put/Call:	Expiration:	
Session: Regular Market Hours	Routing:	
Date Entered: 10/18/2018	Time Entered: 09:37:18	
Commission: 6.95	Reg Fee:	
Date	Description	Net Change
12/14/2018 15:54:07	Bought 2434 SQBG @ 0.78	-1,905.47
Transaction ID: 20988630978	Order Number: 466958487	
Underlying:	Strike:	
Put/Call:	Expiration:	
Session: Regular Market Hours	Routing:	
Date Entered: 12/14/2018	Time Entered: 15:37:33	
Commission: 6.95	Reg Fee:	


Account History - 65482930 Search results for 1/1/2017 to 12/31/2017

Wed Nov 17 2021 2:23:33 pm ET

Date	Description	Net Change
01/06/2017	Bought 2000 SQBG @ 4.5	-9,007.00

Transaction ID: 2768766708

Order Number:

Underlying:

Strike:

Put/Call:

Expiration:

Session:

Routing:

Date Entered:

Time Entered:

Commission: 7.00

Reg Fee:

Date	Description	Net Change
01/10/2017	Sold 200 SQBG @ 4.915	975.96

Transaction ID: 2768572642

Order Number:

Underlying:

Strike:

Put/Call:

Expiration:

Session:

Routing:

Date Entered:

Time Entered:

Commission: 7.00

Reg Fee:

Date	Description	Net Change
01/10/2017	Sold 100 SQBG @ 4.915	491.48

Transaction ID: 2768572654

Order Number:

Underlying:

Strike:

Put/Call:

Expiration:

Session:

Routing:

Date Entered:

Time Entered:

Commission:

Reg Fee:

Date	Description	Net Change
01/10/2017	Sold 200 SQBG @ 4.915	982.96

Transaction ID: 2768572666

Order Number:

Underlying:

Strike:

Put/Call:

Expiration:

Session:

Routing:

Date Entered:

Time Entered:

Commission:

Reg Fee:

Date	Description	Net Change
01/10/2017	Sold 100 SQBG @ 4.9101	490.98

Transaction ID: 2768573530

Order Number:

Underlying:

Strike:

Put/Call:

Expiration:

Session:

Routing:

Date Entered:

Time Entered:

Commission:

Reg Fee:

Date	Description	Net Change
01/10/2017	Sold 37 SQBG @ 4.9101	181.67

Transaction ID: 2768573566

Order Number:

Underlying:

Strike:

Put/Call:

Expiration:

Session:

Routing:

Date Entered:

Time Entered:

Commission:

Reg Fee:

Date	Description	Net Change
01/10/2017	Sold 100 SQBG @ 4.9101	490.99

Transaction ID: 2768573610

Order Number:

Underlying:

Strike:

Put/Call:

Expiration:

Session:

Routing:

Date Entered:

Time Entered:

Commission:

Reg Fee:

Date	Description	Net Change
01/10/2017	Sold 100 SQBG @ 4.9101	490.99
Transaction ID: 2768573624		Order Number:
Underlying:		Strike:
Put/Call:		Expiration:
Session:		Routing:
Date Entered:		Time Entered:
Commission:		Reg Fee:

Date	Description	Net Change
01/10/2017	Sold 100 SQBG @ 4.9101	490.98
Transaction ID: 2768573648		Order Number:
Underlying:		Strike:
Put/Call:		Expiration:
Session:		Routing:
Date Entered:		Time Entered:
Commission:		Reg Fee:

Date	Description	Net Change
01/10/2017	Sold 100 SQBG @ 4.9101	490.99
Transaction ID: 2768573658		Order Number:
Underlying:		Strike:
Put/Call:		Expiration:
Session:		Routing:
Date Entered:		Time Entered:
Commission:		Reg Fee:

Date	Description	Net Change
01/10/2017	Sold 100 SQBG @ 4.9101	490.99
Transaction ID: 2768573718		Order Number:
Underlying:		Strike:
Put/Call:		Expiration:
Session:		Routing:
Date Entered:		Time Entered:
Commission:		Reg Fee:

Date	Description	Net Change
01/10/2017	Sold 863 SQBG @ 4.9	4,228.51
Transaction ID: 2768573744		Order Number:
Underlying:		Strike:
Put/Call:		Expiration:
Session:		Routing:
Date Entered:		Time Entered:
Commission:		Reg Fee:

Date	Description	Net Change
01/19/2017	Bought 100 SQBG @ 4.52	-459.00
Transaction ID: 2768112144		Order Number:
Underlying:		Strike:
Put/Call:		Expiration:
Session:		Routing:
Date Entered:		Time Entered:
Commission: 7.00		Reg Fee:

Date	Description	Net Change
01/19/2017	Bought 100 SQBG @ 4.52	-452.00
Transaction ID: 2768112160		Order Number:
Underlying:		Strike:
Put/Call:		Expiration:
Session:		Routing:
Date Entered:		Time Entered:
Commission:		Reg Fee:

Date	Description	Net Change
01/19/2017	Bought 100 SQBG @ 4.52	-452.00

Transaction ID: 2768112170
Underlying:
Put/Call:
Session:
Date Entered:
Commission:

Order Number:
Strike:
Expiration:
Routing:
Time Entered:
Reg Fee:

Date	Description	Net Change
01/19/2017	Bought 100 SQBG @ 4.52	-452.00

Transaction ID: 2768112176
Underlying:
Put/Call:
Session:
Date Entered:
Commission:

Order Number:
Strike:
Expiration:
Routing:
Time Entered:
Reg Fee:

Date	Description	Net Change
01/19/2017	Bought 100 SQBG @ 4.52	-452.00

Transaction ID: 2768112190
Underlying:
Put/Call:
Session:
Date Entered:
Commission:

Order Number:
Strike:
Expiration:
Routing:
Time Entered:
Reg Fee:

Date	Description	Net Change
01/19/2017	Bought 100 SQBG @ 4.52	-452.00

Transaction ID: 2768112206
Underlying:
Put/Call:
Session:
Date Entered:
Commission:

Order Number:
Strike:
Expiration:
Routing:
Time Entered:
Reg Fee:

Date	Description	Net Change
01/19/2017	Bought 100 SQBG @ 4.52	-452.00

Transaction ID: 2768112216
Underlying:
Put/Call:
Session:
Date Entered:
Commission:

Order Number:
Strike:
Expiration:
Routing:
Time Entered:
Reg Fee:

Date	Description	Net Change
01/19/2017	Bought 100 SQBG @ 4.52	-452.00

Transaction ID: 2768112226
Underlying:
Put/Call:
Session:
Date Entered:
Commission:

Order Number:
Strike:
Expiration:
Routing:
Time Entered:
Reg Fee:

Date	Description	Net Change
01/19/2017	Bought 100 SQBG @ 4.52	-452.00

Transaction ID: 2768112234
Underlying:
Put/Call:
Session:
Date Entered:
Commission:

Order Number:
Strike:
Expiration:
Routing:
Time Entered:
Reg Fee:

Date	Description	Net Change
01/19/2017	Bought 1100 SQBG @ 4.52	-4,972.00

Transaction ID: 2768112242
Underlying:
Put/Call:
Session:
Date Entered:

Order Number:
Strike:
Expiration:
Routing:
Time Entered:

Commission:

Reg Fee:

Date	Description	Net Change
02/06/2017	Bought 900 SQBG @ 3.95	-3,562.00

Transaction ID: 2678418119
 Underlying:
 Put/Call:
 Session:
 Date Entered:
 Commission: 7.00

Order Number:
 Strike:
 Expiration:
 Routing:
 Time Entered:
 Reg Fee:

Date	Description	Net Change
02/06/2017	Bought 100 SQBG @ 3.95	-395.00

Transaction ID: 2678418149
 Underlying:
 Put/Call:
 Session:
 Date Entered:
 Commission:

Order Number:
 Strike:
 Expiration:
 Routing:
 Time Entered:
 Reg Fee:

Date	Description	Net Change
04/28/2017	Bought 100 SQBG @ 3.38	-344.95

Transaction ID: 2464684268
 Underlying:
 Put/Call:
 Session:
 Date Entered:
 Commission: 6.95

Order Number:
 Strike:
 Expiration:
 Routing:
 Time Entered:
 Reg Fee:

Date	Description	Net Change
04/28/2017	Bought 100 SQBG @ 3.38	-338.00

Transaction ID: 2464684278
 Underlying:
 Put/Call:
 Session:
 Date Entered:
 Commission:

Order Number:
 Strike:
 Expiration:
 Routing:
 Time Entered:
 Reg Fee:

Date	Description	Net Change
04/28/2017	Bought 100 SQBG @ 3.38	-338.00

Transaction ID: 2465106044
 Underlying:
 Put/Call:
 Session:
 Date Entered:
 Commission:

Order Number:
 Strike:
 Expiration:
 Routing:
 Time Entered:
 Reg Fee:

Date	Description	Net Change
04/28/2017	Bought 300 SQBG @ 3.38	-1,014.00

Transaction ID: 2465106057
 Underlying:
 Put/Call:
 Session:
 Date Entered:
 Commission:

Order Number:
 Strike:
 Expiration:
 Routing:
 Time Entered:
 Reg Fee:

Date	Description	Net Change
04/28/2017	Bought 149 SQBG @ 3.38	-503.62

Transaction ID: 2465106068
 Underlying:
 Put/Call:
 Session:
 Date Entered:
 Commission:

Order Number:
 Strike:
 Expiration:
 Routing:
 Time Entered:
 Reg Fee:

Date	Description	Net Change
04/28/2017	Bought 75 SQBG @ 3.38	-253.50

Transaction ID: 2465106089
Underlying:
Put/Call:
Session:
Date Entered:
Commission:

Order Number:
Strike:
Expiration:
Routing:
Time Entered:
Reg Fee:

Date	Description	Net Change
04/28/2017	Bought 1176 SQBG @ 3.38	-3,974.88

Transaction ID: 2465106098
Underlying:
Put/Call:
Session:
Date Entered:
Commission:

Order Number:
Strike:
Expiration:
Routing:
Time Entered:
Reg Fee:

Date	Description	Net Change
05/02/2017	Bought 2500 SQBG @ 3.35	-8,381.95

Transaction ID: 2380124757
Underlying:
Put/Call:
Session:
Date Entered:
Commission: 6.95

Order Number:
Strike:
Expiration:
Routing:
Time Entered:
Reg Fee:

Date	Description	Net Change
08/11/2017	Bought 500 SQBG @ 2.68	-1,346.95

Transaction ID: 2151804005
Underlying:
Put/Call:
Session:
Date Entered:
Commission: 6.95

Order Number:
Strike:
Expiration:
Routing:
Time Entered:
Reg Fee:

Date	Description	Net Change
10/25/2017	Bought 274 SQBG @ 2.6	-719.35

Transaction ID: 2098591314
Underlying:
Put/Call:
Session:
Date Entered:
Commission: 6.95

Order Number:
Strike:
Expiration:
Routing:
Time Entered:
Reg Fee:

Date	Description	Net Change
10/25/2017	Bought 113 SQBG @ 2.6	-293.80

Transaction ID: 2098591326
Underlying:
Put/Call:
Session:
Date Entered:
Commission:

Order Number:
Strike:
Expiration:
Routing:
Time Entered:
Reg Fee:

Date	Description	Net Change
10/25/2017	Bought 400 SQBG @ 2.6	-1,040.00

Transaction ID: 2098591338
Underlying:
Put/Call:
Session:
Date Entered:
Commission:

Order Number:
Strike:
Expiration:
Routing:
Time Entered:
Reg Fee:

Date	Description	Net Change
10/25/2017	Bought 100 SQBG @ 2.6	-260.00

Transaction ID: 2098591362
Underlying:
Put/Call:
Session:
Date Entered:

Order Number:
Strike:
Expiration:
Routing:
Time Entered:

Commission:

Reg Fee:

Date	Description	Net Change
10/25/2017	Bought 1113 SQBG @ 2.6	-2,893.80

Transaction ID: 2098591382

Underlying:
Put/Call:
Session:
Date Entered:
Commission:

Order Number:
Strike:
Expiration:
Routing:
Time Entered:
Reg Fee: