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

| ( ) |  |
| :---: | :---: |
| In re: | Chapter 11 |
|  |  |
| SEQUENTIAL BRANDS GROUP, INC., et al. ${ }^{1}$ | Case No. 21-11194 (JTD) |
|  |  |
| Debtors. | (Jointly Administered) |
|  |  |
| AFFIDAVIT OF PUBLICATION RE: NOTICE OF (I) APPROVAL OF DISCLOSURE |  |
| STATEMENT, (II) ESTABLISHMENT OF VOTING RECORD DATE, (III) HEARING |  |
| ON CONFIRMATION OF PLAN AND PROCEDURES AND DEADLINE FOR |  |
| OBJECTING TO CONFIRMATION OF PLAN, AND (IV) PROCEDURES AND |  |
| DEADLINE FOR VO | ON PLAN |

This Affidavit of Publication includes the sworn statements verifying that the Notice of (I) Approval of Disclosure Statement, (II) Establishment of Voting Record Date, (III) Hearing on Confirmation of Plan and Procedures and Deadline for Objecting to Confirmation of Plan, and (IV) Procedures and Deadline for Voting on Plan were published and incorporated by reference herein as follows:

1. In The New York Times on January 18, 2022, attached hereto as Exhibit A; and
2. In USA Today on January 18, 2022, attached hereto as Exhibit B.
[^0]
## Exhibit A

## PROOF OF PUBLICATION


#### Abstract

January 18, The Are I, Shannon Schmidt, in my capacity as a Principal Clerk of the Publisher of a daily newspaper of general circulation printed and published in the City, County and State of New York, hereby certify that the advertisement annexed hereto was published in the editions of


 © he Cru Work Mimes on the following date or dates, to wit onJanuary 18, 2022- pg. B3 (NYT \& Natl)

Sworn to me this 18th day of January, 2022

## Emmen Herb

Notary Public, State of New York No. 01HE6163785
Qualified in New York County
Commission Expires April 2, 2023

by ESHE NELSON

| Over the weekend, a British government minister tried to deal a funding for the BBC, a license fee charged each year to any household with a TV. <br> Nadine Dorries, who oversees Twitter that an imminent announcement about the license fee "will be the last." But by Monday afternoon, standing in the House of Commons in Parliament, she claim as she announced that the license fee would be frozen for the next two years - a move that could require substantial budget cuts at the public broadcaster just to keep up with fast inflation. <br> The funding freeze is "disappointing," Richard Sharp, the the director-general, said in a statement, and will "necessitate <br> For four years from April 2024, the fee will rise again in line with inflation, Ms. Dorries said. The BBC and the government have been in negotiations since late 2020 over the amount that TV five years. For the past five years, the fee has increased in line with inflation annually. <br> "This is a very good result compared to alternative results, incense fee" and additional belowinflation increases, said Claire Enders, founder of Enders Analy- sis, a media research firm. Three-quarters of the BB come, about 3.75 billion pounds |
| :---: |

New Chairman Of Credit Suisse Stepping Down

 personal of a
a
tions have or the bank and to difficulties ability to represent the bank inter"I therefore believe that my res Mr. Horta-Osorio will be sucer senior executive at the Swiss Lehmann joined the Credit Suisse
board last year, and has been the hief of the Lloyds Banking Aroup, took over as chairman around after the bank lost $\$ 5$ bil-
lion over soured trades that a
mall unit of its investment bank adement. It was just one in a
age
tring of recent body blows Credit Suisse will lay off 69 employees in
New York in the wake of th Archegos collapse wecause
plans to close its U. prime es division by Aug. 1 .
"I have worked hard to return ourse, and I am proud of what w hort time at the bank," Mr. Horta-
sório said. own 22 percent Crevit Suisse are
Lananh Nguyen contributed report-
ing.

## U.K. Minister Pulls Back on Threat to BBC

| ( $\$ 5.1$ billion), comes from the license fee, which is currently $£ 159$ | est level in a decade, and freezing the license fee could require the | outside London by 2027 and relocate 400 jobs. |
| :---: | :---: | :---: |
| 217) per household. The fee was | broadcaster to make even more | The broadcaster |
| roduced in 1923 to pay for radio. | cuts. Ms. Dorries said any in- | t |
| w it funds eight national TV | crease couldn't be justified while | just from the government. The |
| annels, 10 radio stations, local | millions of households were | BBC is trying to reach a more di- |
| stations (including Welsh and | squeezed by rising energy bills | verse and younger audience while |
| Gaelic language services), educa- | and consumer prices. The Conser- | cutting costs, as big-budget |
| tional content and on-demand | vative government is also raising | streaming companies such as |
| rvices. Fourteen percent of the | taxes in April to fund more health | Netflix and Sp |
| license fee funds non-BBC TV. Ms. Dorries, the culture sec | services. <br> Since 2016, the BBC has under- | On the future of the BBC's fundand purpose, Mr. Sharp and |
| ry, and fellow Conservatives | taken a vast cost-cutting plan, try- | Mr. Davie said that while all op- |
| ve argued that the BBC needs | ing to save $£ 800$ million annually. | tions should be considered, "the |
| overhaul in how it is funde | This fiscal year, it expects the sav- | BBC is owned by the public, and |
| hey have also said it is too le |  | their voice must always be the |
| leaning and London-centric. <br> "The days of the elderly being |  | loudest when it comes to mining the BBC's future." |
| reatened with prison sentences |  | In Britain, the debate around |
| d bailiffs knocking on doors are |  | e fee often focuses on the BBC's |
| er," Ms. Dorries said on Twitter |  | rvi |
| on Sunday. "Time now to discuss |  | one should |
| and debate new ways of funding, supporting and selling great |  | it, said Meera Selva, the deputy director of the Reuters Institute for |
| British content." |  |  |
| In Parliament on Mond |  | University of Oxford. The BBC |
| ore conciliatory tone and cid |  | also broadcasts other cont |
| C's "u |  |  |
| tural heritage," Ms. Dorries that "it's time to begin as |  | mas. When schools clo |
| those really serious questions" |  | children's educational output. |
| out the funding of the BBC and hether the license fee was ap- |  | Alternative funding ideas include a direct grant from the gov- |
| propriate. But she wasn't stating a | ings to rise above $£ 950$ million | ernment, a subscription service or |
| cy. "We are announcing a | it cut 1,200 | a membership system that makes |
| te and a discussion," she said. | The changes have come amid | its content available to everyone |
| The BBC's license fee funding is |  | for free but is funded by willing |
| 2027, |  | Netflix, |
| e its Royal Char | tor-general and chairman have | the BBC is being |
|  |  | ffe |
| pose and funding method | who was president of NBC | ired to provide content that |
|  |  | might not be commercially viable, |
| will be a | After complaints about bias in | $\text { s. } \mathrm{Se}$ |
| neral election. |  |  |
|  |  |  |

## Airlines Say a 5G Push Could Disrupt Flights



## Rejected Thrice, Unilever Again Attempts to Acquire Venture of Glaxo and Pfizer

| By Michael J. de la MERCED |  |
| :---: | :---: |
| LONDON - The company behind |  |
| Advil, ChapStick and Tums is the |  |
| target of the first big multibil |  |
| r takeover fight of 2022. |  |
| Unilever said on Monday that it |  |
| mained interested in buying the |  |
| maker of those products, a joint |  |
| venture of GlaxoSmithKline and |  |
| Pfizer, after its previous ta |  |
| ds had been rejected. |  |
| K Consumer Health would |  |
|  |  |
|  |  |

 Unilever said on Monday that it
icism from Elliott Management,
remained interested in buying the
the huge American hedge fund, venture of GlaxoSmithKline and higher-margin pharmaceuticals. A spokeswoman for Elliott deIned to con make offers for the joiners wil though the prospect of a bidding mithKline up nearly 5 percent in trading on Monday. For Unilever, a deal would be its business. Formed in 1930 as an Anglo-Dutch company, Unilever
moved two years ago to consolipire in London. That shift simpli-
fied operations - and made it easr for Unilever to buy companies using its own stock.
which was 50 billion pounds, or
$\$ 68$ billion - for "fundamentally" In its statement on Monday or acquisitions would be offet by or acquisitions would be offset by
he selling of lower-growth businesses, and that it would no mass too much debt throug At the same time, Unileve cent over the last 12 months, has been under pressure from dissat-
sfied investors. Last week, one of isfied investors. Last week, one of
its biggest shareholders, the in
vestment firm Fundsmith, criti-limate- and social-focused auses, and said the company had "A company which feels it has to mayonnaise has in clearly lost the plot," Terry Smith, nnual letter to investors. Yet it is unclear that pursuin
the GlaxoSmithKline ventur would appease Unilever's invest ors: Shares in unilever were
down nearly 6 percent in trading

## Exhibit B

## VERIFICATION OF PUBLICATION

## COMMONWEALTH OF VIRGINIA COUNTY OF FAIRFAX

Being duly sworn, Vanessa Salvo says that she is the principal clerk of USA TODAY, and is duly authorized by USA TODAY to make this affidavit, and is fully acquainted with the facts stated herein: on Tuesday, January 18, 2022, the following legal advertisement SEQUENTIAL BRANDS GROUP, INC. was published in the national edition of USA TODAY.
$V$ vanessa Salvo
Principal Clerk of USA TODAY
January 18, 2022


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## U-verse   


#### Abstract

New England Sports Network (NESN) (224 National HD (1771)) Next Level Sports (1665); SHOP LC (177 and 1177 in in); Sony Entertainenent Television Asia (SETAsia) (3704); Stingray 60 (5147); Stingray Adult Alternative (5116); Stingray Alt Rock Classics (5104); Stingray All-Country Americana (5130); Singray Arabian Nights (5164); Singray Asian Hist (5167); Stingray Buegrass (5149); Sitngray Bolywood Hisis (5159); Sitingray Classic RnB and Soul ( 5107 ); Stingray Classic Rock (518); Stingray Classical India (5160); Stingray County Classicis (5133); Stingray Dance Clubbin (5102); Stingray Easy Listening (5145); Stingray Eclectic Electronic (5103); Stingray Euro Hits (5169); Stingray Farsi ( 51655 ; ; Stingray Flashback 70s (5128); Stingray Franco Pop (5170); Stingray Freedom (5120); Stingray Gospel (5111); Stingray Greatest Hits (5100); Stingray Grove (Disco  (5129); Stingray Karaoke (96 and 1096); Stingray Kids Stutt (5124); SStingray Latino Tropical (5138); Stingray Latino Urbana (5136); Stingray Mando  Puniabi (5162): Stingray Remember the $80 \mathrm{~s}(5127)$ : Stingray Retro Lation ( 5137 ): Stingay Retro RnB ( 5109 ): Stingray Rock ( 51131 . Stingay Rock Aternative (5115); Stingray Rock Anthems (5117); Stingray Rock en Espanol (5154); Stingray Romance Latino (5153); Stingray Salsa-Merengue  Tagalog (5158); Stingray The Blues (5143); Stingray The Light (5134); Stingray The Spa (5140); Stingray Todays Latin Pop (5135); Stingray Total     in HD ).  (155 and 1155 in Ho) C. (522) Canal 22 (3022) CMT ( Music ( 527 ); Comedy Central - West ( 141 and 1141 in HD); Comedy Central ( 140 and 1140 in HD); CRAVE ( 159 and 1159); Dazzle ( 82 and 371   - West ( 315 and 1315 in HD); Nickelodeon ( 314 and 1314 in HD) NickMusic ( 509 ); Nicktoons - West ( 318 and 1318 in HD); Nicktoons ( 318 and 1318 in HD); Once Mexico ( 3011 ): Paramount Network- West $(146$ and 1146 in HD); Paramount Network (145 and 1145 in HD); ShopTV ( 37 and 162 and 1037 and 1162); ; Sony Movies (1793); Spark ( 198 and 1198 and 1429); TeenNick - West ( 322 ); TeenNick ( 322 ); TODAY ( 228 and 488 and   1021 in HD); KRNV (4 and 1004 in HD).





[^0]:    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), SBGGaiam 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. $34^{\text {th }}$ Street, \#249, New York, NY 10016.

