INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person *
   Wagenheim Chad
   (Last) (First) (Middle)
   C/O SEQUENTIAL BRANDS GROUP, INC.
   601 WEST 26TH STREET
   NEW YORK NY 10001

2. Date of Event Requiring Statement (Month/Day/Year)
   10/07/2019

3. Issuer Name and Ticker or Trading Symbol
   Sequential Brands Group, Inc. [ SQBG ]

4. Relationship of Reporting Person(s) to Issuer
   (Check all applicable)
   Director
   X 10% Owner
   Officer (give title below)
   President
   Other (specify below)

5. If Amendment, Date of Original Filed (Month/Day/Year)

6. Individual or Joint/Group Filing (Check Applicable Line)
   X Form filed by One Reporting Person
   Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)
   Common Stock

2. Amount of Securities Beneficially Owned (Instr. 4)
   316,112(1)

3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)
   D

4. Nature of Indirect Beneficial Ownership (Instr. 5)

Table II - Derivative Securities Beneficially Owned

(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)

2. Date Exercisable and Expiration Date (Month/Day/Year)
   Date Exercisable
   Expiration Date
   Title

3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)
   Amount or Number of Shares

4. Conversion or Exercise Price of Derivative Security

5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)

6. Nature of Indirect Beneficial Ownership (Instr. 5)

Explanation of Responses:
1. Includes 250,000 unvested restricted stock units ("RSUs"), par value $0.01, of Sequential Brands Group, Inc., which will vest as follows: 66,666 shares on November 1, 2019, 50,000 shares on April 30, 2020, 66,667 shares on November 1, 2020 and 66,667 shares on November 1, 2021.

/s/ Chad Wagenheim
10/08/2019
** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 5 (b)(v).


Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.