1. Name and Address of Reporting Person

Wagenheim Chad

C/O SEQUENTIAL BRANDS GROUP, INC.
1407 BROADWAY, 38TH FLOOR
NEW YORK NY 10018

2. Issuer Name and Ticker or Trading Symbol

Sequential Brands Group, Inc. [ SQBG ]

3. Date of Earliest Transaction (Month/Day/Year)

11/02/2020

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


5. Relationship of Reporting Person(s) to Issuer

Director
10% Owner
Officer (give title below)
President

4. Individual or Joint/Group Filing (Check Applicable Line)

Form filed by One Reporting Person
Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

<table>
<thead>
<tr>
<th>Title of Security (Instr. 3)</th>
<th>Transaction Date (Month/Day/Year)</th>
<th>Deemed Execution Date, if any (Month/Day/Year)</th>
<th>Transaction Code (Instr. 3)</th>
<th>Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)</th>
<th>Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>11/02/2020</td>
<td>F</td>
<td>V</td>
<td>806 (A)</td>
<td>5,687 (D)</td>
<td>5.81 (A)</td>
<td>D</td>
</tr>
</tbody>
</table>

Explanation of Responses:

1. The shares reported in column 4 represent shares withheld solely for tax purposes.
2. Closing market price of the common stock of the Company on the transaction date.

/s/ Chad Wagenheim

11/04/2020

** 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 4 (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.