

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

SEC FILE NUMBER  
001-37656

FORM 12b-25

CUSIP NUMBER  
81734P107

NOTIFICATION OF LATE FILING

(Check One):  Form 10-K  Form 20-F  Form 11-K  Form 10-Q  Form 10-D  
 Form 10-D  Form N-SAR  Form N-CSR

For Period Ended: December 31, 2020

- Transition Report on Form 10-K  
 Transition Report on Form 20-F  
 Transition Report on Form 11-K  
 Transition Report on Form 10-Q  
 Transition Report on Form N-SAR

For the Transition Period Ended: \_\_\_\_\_

**Nothing in this form shall be construed to imply that the Commission has verified any information contained herein.**

If the notification relates to a portion of the filing checked above, identify the item(s) to which the notification relates:

N/A

PART I  
REGISTRANT INFORMATION

Full Name of Registrant Sequential Brands Group, Inc.

Former Name if Applicable N/A

Address of Principal Executive Office (Street and Number) 1407 Broadway, 38th Floor

City, State and Zip Code New York, NY 10018

**PART II**  
**RULES 12b-25(b) AND (c)**

If the subject report could not be filed without unreasonable effort or expense and the registrant seeks relief pursuant to Rule 12b-25(b), the following should be completed. (Check box if appropriate)

- |   |  |
|---|--|
| X | (a) The reasons described in reasonable detail in Part III of this form could not be eliminated without unreasonable effort or expense;  |
|   | (b) The subject annual report, semi-annual report, transition report on Form 10-K, Form 20-F, Form 11-K, Form N-SAR or Form N-CSR, or portion thereof, will be filed on or before the fifteenth calendar day following the prescribed due date; or the subject quarterly report or transition report on Form 10-Q, or subject distribution report on Form 10-D, or portion thereof, will be filed on or before the fifth calendar day following the prescribed due date; and |
|   | (c) The accountant's statement or other exhibit required by Rule 12b-25(c) has been attached if applicable.  |

**PART III**  
**NARRATIVE**

State below in reasonable detail the reasons why Forms 10-K, 20-F, 11-K, 10-Q, 10-D, N-SAR, N-CSR, or the transition report or portion thereof, could not be filed within the prescribed time period.

Sequential Brands Group, Inc. (the "Company") is unable to timely file the Form 10-K (the "10-K") without unreasonable effort or expense. As previously disclosed, the Company and certain of its subsidiaries amended its Third Amended and Restated Credit Agreement ("Credit Agreement") with Wilmington Trust, National Association, as administrative agent and collateral agent and the lenders party thereto. The amendment, among other matters, extended a waiver of existing defaults under the Credit Agreement (the "Waiver") through March 31, 2021. Earlier today, the Waiver was further extended through April 19, 2021. In light of (i) this Waiver; (ii) the Company's ongoing negotiations with its lenders; and (iii) the Company's continued evaluation of strategic alternatives, the Company, along with its independent auditors, is continuing the review and finalization of its audited financial statements for the year ended December 31, 2020 taking the Waiver into account. The Company views this delay as temporary and plans to file the 10-K, and a press release disclosing its fourth quarter 2020 and full year 2020 results, by, or to the extent possible before, April 15, 2021.

**PART IV**  
**OTHER INFORMATION**

- (1) Name and telephone number of person to contact in regard to this notification

Lorraine DiSanto  
(Name)

646  
(Area Code)

564-2591  
(Telephone Number)

- (2) Have all other periodic reports required under Section 13 or 15(d) of the Securities Exchange Act of 1934 or Section 30 of the Investment Company Act of 1940 during the preceding 12 months or for such shorter period that the registrant was required to file such report(s) been filed? If the answer is no, identify report(s).

Yes       No

- (3) Is it anticipated that any significant change in results of operations from the corresponding period for the last fiscal year will be reflected by the earnings statements to be included in the subject report or portion thereof?

Yes       No

If so, attach an explanation of the anticipated change, both narratively and quantitatively, and, if appropriate, state the reasons why a reasonable estimate of the results cannot be made.

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Sequential Brands Group, Inc.  
(Name of Registrant as Specified in Charter)

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Has caused this notification to be signed on its behalf by the undersigned hereunto duly authorized.

Date March 31, 2021

By /s/ Lorraine DiSanto  
Lorraine DiSanto  
Chief Financial Officer

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