1. **Name and Address of Reporting Person**
   
   PRESCOTT GROUP CAPITAL MANAGEMENT, L.L.C.
   
   (Last) (First) (Middle)
   1924 SOUTH UTICA, SUITE 1120
   
   TULSA OK 74104

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

3. **Date of Earliest Transaction (Month/Day/Year)**
   
   05/01/2019

4. **Relationship of Reporting Person(s) to Issuer**
   
   Director X 10% Owner

5. **Relationship of Reporting Person(s) to Issuer**
   
   Officer (give title below)

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

   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>Transaction Code (Instr. 8)</th>
<th>Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)</th>
<th>Amount or Number of Shares</th>
<th>Price</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, par value $0.01 per share</td>
<td>05/01/2019</td>
<td>P</td>
<td>40,400</td>
<td>A</td>
<td>$0.85</td>
<td>9,396,706</td>
<td>I</td>
<td>See Footnote(2)</td>
</tr>
<tr>
<td>Common Stock, par value $0.01 per share</td>
<td>05/01/2019</td>
<td>P</td>
<td>78</td>
<td>A</td>
<td>$0.86</td>
<td>9,396,784</td>
<td>I</td>
<td>See Footnote(2)</td>
</tr>
<tr>
<td>Common Stock, par value $0.01 per share</td>
<td>05/02/2019</td>
<td>P</td>
<td>11,982</td>
<td>A</td>
<td>$0.86</td>
<td>9,408,766</td>
<td>I</td>
<td>See Footnote(2)</td>
</tr>
</tbody>
</table>

### Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

<table>
<thead>
<tr>
<th>Title of Derivative Security (Instr. 3)</th>
<th>Conversion or Exercise Price of Derivative Security</th>
<th>Transaction Date (Month/Day/Year)</th>
<th>Transaction Code (Instr. 8)</th>
<th>Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)</th>
<th>Amount or Number of Shares</th>
<th>Exercisable and Expiration Date</th>
<th>Title of Security 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>
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</tr>
</tbody>
</table>

1. **Name and Address of Reporting Person**

   PRESCOTT GROUP CAPITAL MANAGEMENT, L.L.C.
   
   (Last) (First) (Middle)
   1924 SOUTH UTICA, SUITE 1120
   
   TULSA OK 74104
   
   (City) (State) (Zip)
1. Name and Address of Reporting Person

FROHLICH PHIL

(Last) (First) (Middle)

1924 SOUTH UTICA, SUITE 1120

Street

TULSA OK 74104

City State Zip

Explanation of Responses:

1. The filing of this Form 4 shall not be construed as an admission that Prescott Group Capital Management, L.L.C. ("Prescott Capital") or Phil Frohlich, the manager of Prescott Capital, is or was for the purposes of Section 16(a) of the Securities Exchange Act of 1934, as amended, or otherwise the beneficial owner of any of the Common Stock, par value $0.01 per share (the "Common Stock"), of Sequential Brands Group, Inc. (the "Issuer") purchased by Prescott Group Aggressive Small Cap Master Fund, G.P. (the "Master Fund") for the accounts of Prescott Group Aggressive Small Cap, L.P. or Prescott Group Aggressive Small Cap II, L.P. (together, the "Small Cap Funds"). Pursuant to Rule 16a-1, both Prescott Capital and Mr. Frohlich disclaim such beneficial ownership.

2. Prescott Capital holds indirectly the shares of Common Stock of the Issuer through the account of the Master Fund, of which Prescott Capital is the Investment Manager. The Master Fund holds the shares of Common Stock for the accounts of the Small Cap Funds, of which Prescott Capital is the Investment Manager. Prescott Capital receives a portion of the profits in the way of a capital allocation from, and owns a partnership interest in, the Small Cap Funds. Phil Frohlich reports the Common Stock held indirectly by Prescott Capital because, as the manager of Prescott Capital at the time of purchase, he controlled the disposition and voting of the securities.

Remarks:

PRESCOTT GROUP CAPITAL MANAGEMENT, /s/ Phil Frohlich, 05/03/2019
Name: Phil Frohlich, Title: Manager
/s/ Phil Frohlich 05/03/2019
** 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 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.
Exhibit 99.1

Form 4 Joint Filer Information

Name: Phil Frohlich

Address: c/o Prescott Group Capital Management, L.L.C.
         1924 South Utica, Suite 1120
         Tulsa, OK 74104

Date of Event Requiring Statement: 5/1/19