## Edgar Filing: Sequential Brands Group, Inc. - Form 4

Sequential Brands Group, Inc. Form 4 November 07, 2016

November 07	7, 2016										
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION								OMB AF OMB	PROVAL 3235-0287		
Check this if no long subject to Section 10 Form 4 or Form 5	Washington, D.C. 20549 F CHANGES IN BENEFICIAL OWN SECURITIES						Number: Expires: Estimated a burden hour response	January 31, 2005 verage			
obligation may conti <i>See</i> Instru 1(b).	$\frac{1}{1}$ Section 17	(a) of the	Public U	tility Hole		pany .	Act of	e Act of 1934, 1935 or Section 0	1		
(Print or Type R	esponses)										
1. Name and Address of Reporting Person <u>*</u> Gossett Al			2. Issuer Name <b>and</b> Ticker or Trading Symbol Sequential Brands Group, Inc.				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
	[SQBG]										
~	CNTIAL BRAN C., 601 WEST		3. Date of (Month/D 11/07/20	-	ransaction			X_ Director Officer (give t below)		Owner r (specify	
				endment, Date Original nth/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person			
NEW YORK	K, NY 10001							Form filed by M Person	ore than One Rep	porting	
(City)	(State)	(Zip)	Tabl	e I - Non-I	Derivative S	ecuriti	es Acqu	uired, Disposed of,	or Beneficiall	y Owned	
1.Title of Security (Instr. 3)2. Transaction Date (Month/Day/Year)2A. Deer Executio any (Month/I			1			of (D)	5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
Common Stock	11/07/2016			Code V P	Amount 100,000 (1)	or (D) A	Price \$ 4.46	Transaction(s) (Instr. 3 and 4) 409,669	D		
Reminder: Repo	ort on a separate lir	ne for each cl	lass of secu	urities benef	-		-	ndirectly.	ion of su	EC 1474	

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 control number.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactio Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Titl Amou Under Secur (Instr.	int of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Other

## Edgar Filing: Sequential Brands Group, Inc. - Form 4

## **Reporting Owners**

Reporting Owner Name / Address	Relationships			
r g g g g g g g g g g g g g g g g g g g	Director	10% Owner	Officer	
Gossett Al C/O SEQUENTIAL BRANDS GROUP, INC. 601 WEST 26TH STREET, 9TH FLOOR NEW YORK, NY 10001	х			
Signatures				
/s/ Gary Klein, Attorney-in-Fact for Al Gossett	11/0	07/2016		
**Signature of Reporting Person	I	Date		

## **Explanation of Responses:**

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

The price reported in Column 4 is a weighted average price. These shares were bought in multiple transactions at prices ranging from \$4.29 to \$4.50. The reporting person undertakes to provide to Sequential Brands Group, Inc. (the "Company"), any security holder of the

(1) Company, or the staff of the Securities and Exchange Commission upon request, full information regarding the number of shares bought at each separate price within the ranges set forth in footnote (1) to this Form 4.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.