

Sequential Brands Group, Inc.  
Form 8-K  
July 05, 2016

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

**FORM 8-K**

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported): July 1, 2016

**SEQUENTIAL BRANDS GROUP, INC.**

(Exact name of registrant as specified in its charter)

**Delaware** **000-37656** **47-4452789**  
(State or other jurisdiction of incorporation) (Commission File Number) (I.R.S. Employer Identification No.)

**601 West 26<sup>th</sup> Street**

**9<sup>h</sup> Floor**

**New York, New York 10001**

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(Address of Principal Executive Offices/Zip Code)

**(646) 564-2577**

(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 7.01. Regulation FD Disclosure.**

On July 5, 2016 Sequential Brands Group, Inc. (“Sequential”) issued a press release announcing the closing of its acquisition and related financing of the branded consumer business of GAIAM, Inc., a Colorado corporation (“Seller”) in which it acquired Seller’s yoga, fitness and wellness product business, which include the GAIAM and SPRI brands (the “Transaction”). Simultaneously with the signing of the Transaction, Sequential signed long-term licensing agreements for the brands’ core categories, which became effective upon closing.

A copy of the press release is attached hereto as Exhibit 99.1.

The information in this Item 7.01, including Exhibit 99.1, is furnished and shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to liabilities under that section, and shall not be deemed to be incorporated by reference into the filings of Sequential under the Securities Act of 1933, as amended, regardless of any general incorporation language in those filings.

**Item 9.01 Financial Statements and Exhibits**

(a) Exhibits.

Exhibit Number Description

99.1 Press release issued by Sequential on July 5, 2016.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

SEQUENTIAL BRANDS  
GROUP, INC.

Date: July 5, 2016 By: /s/ Gary Klein  
Name: Gary Klein  
Title: Chief Financial Officer

**EXHIBIT INDEX**

Exhibit Number Description

99.1 Press release issued by Sequential on July 5, 2016.