

SQBG, Inc.  
Form SC 13D/A  
December 08, 2015

**United States**  
**Securities and Exchange Commission**  
**Washington, D.C. 20549**

**SCHEDULE 13D**

**(Rule 13d-101)**

**Information to be Included in Statements Filed Pursuant to § 240.13d-1(a) and**

**Amendments Thereto Filed Pursuant to § 240.13d-2(a)**

**Under the Securities Exchange Act of 1934**

**(Amendment No. 1)\***

**SQBG, Inc.**

**(Name of Issuer)**

**Common Stock**

**(Title of Class of Securities)**

**817340201**

**(CUSIP Number)**

**Jeffrey Ferguson**

**The Carlyle Group**

**1001 Pennsylvania Avenue, NW**

Edgar Filing: SQBG, Inc. - Form SC 13D/A

**Suite 220 South**

**Washington, D.C. 20004-2505**

**(202) 729-5626**

**(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)**

**December 4, 2015**

**(Date of Event which Requires Filing of this Statement)**

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box. "

**Note:** Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. *See* § 240.13d-7 for other parties to whom copies are to be sent.

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the *Notes*).

**1** NAMES OF REPORTING PERSONS**The Carlyle Group L.P.****2** CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP(a)  (b) **3** SEC USE ONLY**4** SOURCE OF FUNDS**OO****5** Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e) **6** CITIZENSHIP OR PLACE OF ORGANIZATION**Delaware****7** SOLE VOTING POWER**NUMBER OF****SHARES****0****BENEFICIALLY****8** SHARED VOTING POWER**OWNED BY****EACH****0****9** SOLE DISPOSITIVE POWER**REPORTING****PERSON****0****10** SHARED DISPOSITIVE POWER**WITH****0****11** AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

**0**  
**12** CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES "

**13** PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

**0%**  
**14** TYPE OF REPORTING PERSON

**PN (Delaware limited partnership)**

**1** NAMES OF REPORTING PERSONS**Carlyle Group Management L.L.C.****2** CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP(a)  (b) **3** SEC USE ONLY**4** SOURCE OF FUNDS**OO****5** Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e) **6** CITIZENSHIP OR PLACE OF ORGANIZATION**Delaware****7** SOLE VOTING POWER**NUMBER OF****SHARES****0****BENEFICIALLY****8** SHARED VOTING POWER**OWNED BY****EACH****0****9** SOLE DISPOSITIVE POWER**REPORTING****PERSON****0****10** SHARED DISPOSITIVE POWER**WITH****0****11** AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

**0**  
**12** CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES "

**13** PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

**0%**  
**14** TYPE OF REPORTING PERSON

**OO (Delaware limited liability company)**

**1** NAMES OF REPORTING PERSONS**Carlyle Holdings II GP L.L.C.****2** CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

(a) " (b) "

**3** SEC USE ONLY**4** SOURCE OF FUNDS**OO****5** Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e) "**6** CITIZENSHIP OR PLACE OF ORGANIZATION**Delaware****7** SOLE VOTING POWER**NUMBER OF****SHARES****0****BENEFICIALLY****8** SHARED VOTING POWER**OWNED BY****EACH****0****9** SOLE DISPOSITIVE POWER**REPORTING****PERSON****0****WITH****10** SHARED DISPOSITIVE POWER**0****11** AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

**0**  
**12** CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES "

**13** PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

**0%**  
**14** TYPE OF REPORTING PERSON

**OO (Delaware limited liability company)**



**1** NAMES OF REPORTING PERSONS

**Carlyle Holdings II L.P.**

**2** CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

(a)  (b)

**3** SEC USE ONLY

**4** SOURCE OF FUNDS

**OO**

**5** Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)

**6** CITIZENSHIP OR PLACE OF ORGANIZATION

**Québec**

**7** SOLE VOTING POWER

**NUMBER OF**

**SHARES**

**0**

**BENEFICIALLY**

**8** SHARED VOTING POWER

**OWNED BY**

**EACH**

**0**

**9** SOLE DISPOSITIVE POWER

**REPORTING**

**PERSON**

**0**

**WITH**

**10** SHARED DISPOSITIVE POWER

**0**

**11** AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

**0**  
**12** CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES "

**13** PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

**0%**  
**14** TYPE OF REPORTING PERSON

**PN (Québec société en commandite)**

**1** NAMES OF REPORTING PERSONS**TC Group Cayman Investment Holdings, L.P.****2** CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

(a) " (b) "

**3** SEC USE ONLY**4** SOURCE OF FUNDS**OO****5** Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e) "**6** CITIZENSHIP OR PLACE OF ORGANIZATION**Cayman Islands****7** SOLE VOTING POWER**NUMBER OF****SHARES****0****BENEFICIALLY****8** SHARED VOTING POWER**OWNED BY****EACH****0****9** SOLE DISPOSITIVE POWER**REPORTING****PERSON****0****WITH****10** SHARED DISPOSITIVE POWER**0****11** AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

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**12** CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES "

**13** PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

**0%**  
**14** TYPE OF REPORTING PERSON

**PN (Cayman Islands exempt limited partnership)**

**1 NAMES OF REPORTING PERSONS**

**TC Group Cayman Investment Holdings Sub L.P.**

**2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP**

(a) " (b) "

**3 SEC USE ONLY**

**4 SOURCE OF FUNDS**

**OO**

**5 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e) "**

**6 CITIZENSHIP OR PLACE OF ORGANIZATION**

**Cayman Islands**

**7 SOLE VOTING POWER**

**NUMBER OF**

**SHARES**

**0**

**BENEFICIALLY**

**8 SHARED VOTING POWER**

**OWNED BY**

**EACH**

**0**

**9 SOLE DISPOSITIVE POWER**

**REPORTING**

**PERSON**

**0**

**WITH**

**10 SHARED DISPOSITIVE POWER**

**0**

**11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON**

**0**  
**12** CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES "

**13** PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

**0%**  
**14** TYPE OF REPORTING PERSON

**PN (Cayman Islands exempt limited partnership)**

**1** NAMES OF REPORTING PERSONS**Carlyle Equity Opportunity GP, L.L.C.****2** CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP(a)  (b) **3** SEC USE ONLY**4** SOURCE OF FUNDS**OO****5** Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e) **6** CITIZENSHIP OR PLACE OF ORGANIZATION**Delaware****7** SOLE VOTING POWER**NUMBER OF****SHARES****0****BENEFICIALLY****8** SHARED VOTING POWER**OWNED BY****EACH****0****9** SOLE DISPOSITIVE POWER**REPORTING****PERSON****0****WITH****10** SHARED DISPOSITIVE POWER**0****11** AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

**0**  
**12** CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES "

**13** PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

**0%**  
**14** TYPE OF REPORTING PERSON

**OO (Delaware limited liability company)**



**1 NAMES OF REPORTING PERSONS**

**Carlyle Equity Opportunity GP, L.P.**

**2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP**

(a)  (b)

**3 SEC USE ONLY**

**4 SOURCE OF FUNDS**

**OO**

**5 Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e)**

**6 CITIZENSHIP OR PLACE OF ORGANIZATION**

**Delaware**

**7 SOLE VOTING POWER**

**NUMBER OF**

**SHARES**

**0**

**BENEFICIALLY**

**8 SHARED VOTING POWER**

**OWNED BY**

**EACH**

**0**

**9 SOLE DISPOSITIVE POWER**

**REPORTING**

**PERSON**

**0**

**WITH**

**10 SHARED DISPOSITIVE POWER**

**0**

**11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON**

**0**  
**12** CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES "

**13** PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

**0%**  
**14** TYPE OF REPORTING PERSON

**PN (Delaware limited partnership)**

**1** NAMES OF REPORTING PERSONS**Carlyle Galaxy Holdings, L.P.****2** CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP(a)  (b) **3** SEC USE ONLY**4** SOURCE OF FUNDS**OO****5** Check if disclosure of legal proceedings is required pursuant to Items 2(d) or 2(e) **6** CITIZENSHIP OR PLACE OF ORGANIZATION**Delaware****7** SOLE VOTING POWER**NUMBER OF****SHARES****0****BENEFICIALLY****8** SHARED VOTING POWER**OWNED BY****EACH****0****9** SOLE DISPOSITIVE POWER**REPORTING****PERSON****0****WITH****10** SHARED DISPOSITIVE POWER**0****11** AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

**0**  
**12** CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES "

**13** PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

**0%**  
**14** TYPE OF REPORTING PERSON

**PN (Delaware limited partnership)**

### Explanatory Note

This Amendment No. 1 to Schedule 13D (this Amendment No. 1) amends and supplements the Schedule 13D originally filed with the United States Securities and Exchange Commission (the SEC) on August 22, 2014 (the Schedule 13D), relating to the common stock, par value \$0.001 per share (the Common Stock) of SQBG, Inc., a Delaware corporation (the Issuer). Capitalized terms used herein without definition shall have the meaning set forth in the Schedule 13D.

#### Item 1. Purpose of Transaction

Effective December 4, 2015, the Issuer changed its name from Sequential Brands Group, Inc. to SQBG, Inc.

#### Item 4. Purpose of Transaction

Item 4 of the Schedule 13D is hereby amended and supplement by inserting the following text at the end thereof:

On June 22, 2015, the Issuer, Martha Stewart Living Omnimedia, Inc., (MSLO), Singer Madeline Holdings, Inc., (Holdings), and certain wholly owned subsidiaries of Holdings entered into an Agreement and Plan of Merger (the Merger Agreement). Pursuant to the terms of the Merger Agreement, on December 4, 2015 (the Closing Date), the Issuer and MSLO became wholly owned subsidiaries of Holdings (the Merger) and each outstanding share of the Issuer's Common Stock was converted into the right to receive one share of Holdings common stock and each warrant that was exercisable for shares of common stock of the Issuer (each, an Old Warrant) was converted into a warrant to purchase shares of common stock of Holdings on the terms and conditions (including applicable strike price and vesting requirements) as were applicable under such Old Warrant.

As a result, on the Closing Date, each share of the Issuer's Common Stock beneficially owned by the Reporting Persons was converted into one share of Holdings common stock, and the Reporting Persons ceased to be the beneficial owner of any shares of the Issuer's Common Stock. Further, each Old Warrant beneficially owned by the Reporting Persons was converted into a warrant to purchase shares of common stock of Holdings on the terms and conditions (including applicable strike price and vesting requirements) as were applicable under such Old Warrant.

The foregoing descriptions of the Merger and the Merger Agreement do not purport to be complete and are qualified in their entirety by reference to the full text of the Merger Agreement filed as an exhibit to this Schedule 13D, and incorporated herein by reference.

**Item 5. Interest in Securities of the Issuer**

(a) (b)

This Amendment No. 1 is being filed on behalf of the Reporting Persons to report that, as of December 4, 2015, the Reporting Persons do not beneficially own any shares of the Issuer's Common Stock.

(c) Except as set forth in Item 4, during the past 60 days none of the Reporting Persons or Related Persons has effected any transactions in the Common Stock.

(d) None.

(e) As of December 4, 2015, the Reporting Persons ceased to be the beneficial owner of more than five percent of the Common Stock of the Issuer

**Item 6. Contracts, Arrangements, Understandings or Relationships With Respect to Securities of the Issuer**

Item 6 is hereby amended and supplemented by the following:

The information set forth in Item 4 above is incorporated by reference in response to this Item 6.

**Item 7. Materials to be Filed as Exhibits**

Item 7 of the Schedule 13D is hereby amended and supplemented as follows:

<b>Exhibit Number</b>	<b>Description</b>
1	Joint Filing Agreement (incorporated by reference to Exhibit 1 to the Schedule 13D filed by the Reporting Persons on August 22, 2014).
2	Power of Attorney (incorporated by reference to Exhibit 2 to the Schedule 13D filed by the Reporting Persons on August 22, 2014).
6	Agreement and Plan of Merger, dated as of June 22, 2015, by and among Martha Stewart Living Omnimedia, Inc., Madeline Merger Sub, Inc., Sequential Brands Group, Inc., Singer Merger Sub, Inc. and Singer Madeline Holdings, Inc. (incorporated by reference to Exhibit 2.1 to the Current Report on Form 8-K, dated June 22, 2015, filed by the Issuer).

**SIGNATURES**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

**Date:** December 8, 2015

**CARLYLE GROUP MANAGEMENT  
L.L.C.**

By: /s/ Andrea Pekala, attorney-in-fact

Name: Daniel D Aniello

Title: Chairman

**THE CARLYLE GROUP L.P.**

By: Carlyle Group Management L.L.C., its  
general partner

By: /s/ Andrea Pekala, attorney-in-fact

Name: Daniel D Aniello

Title: Chairman

**CARLYLE HOLDINGS II GP L.L.C.**

By: The Carlyle Group L.P., its managing  
member

By: Carlyle Group Management L.L.C., its  
general partner

By: /s/ Andrea Pekala, attorney-in-fact

Name: Daniel D Aniello

Title: Chairman

**CARLYLE HOLDINGS II L.P.**

By: /s/ Andrea Pekala, attorney-in-fact

Name: Daniel D Aniello

Title: Chairman

**TC GROUP CAYMAN INVESTMENT  
HOLDINGS, L.P.**

By: Carlyle Holdings II L.P., its general  
partner

By: /s/ Andrea Pekala, attorney-in-fact

Name: Daniel D Aniello

Title: Chairman



**TC GROUP CAYMAN INVESTMENT HOLDINGS SUB L.P.**

By: TC Group Cayman Investment Holdings, L.P., its general partner  
By: Carlyle Holdings II L.P., its general partner

By: /s/ Andrea Pekala, attorney-in-fact  
Name: Daniel D Aniello  
Title: Chairman

**CARLYLE EQUITY OPPORTUNITY GP, L.L.C.**

By: TC Group Cayman Investment Holdings Sub L.P., its managing member  
By: TC Group Cayman Investment Holdings, L.P., its general partner  
By: Carlyle Holdings II L.P., its general partner

By: /s/ Andrea Pekala, attorney-in-fact  
Name: Daniel D Aniello  
Title: Chairman

**CARLYLE EQUITY OPPORTUNITY GP, L.P.**

By: /s/ Andrea Pekala  
Name: Andrea Pekala  
Title: Authorized Person

**CARLYLE GALAXY HOLDINGS, L.P.**

By: Carlyle Equity Opportunity GP, L.P., its general partner

By: /s/ Andrea Pekala  
Name: Andrea Pekala  
Title: Authorized Person