

03-26-2003

Form PTO-1594

(Rev. 10/02)

OMB No. 0651-0027 (exp. 6/30/2005)

Tab settings ⇌ ⇌ ⇌ ▼

RI



102400433

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Guess?, Inc.

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State
☐ Other _____

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: March 14, 2003

2. Name and address of receiving party(ies)

Name: Guess? IP Holder L.P.

Internal

Address: _____

Street Address: 1444 South Alameda Street

City: Los Angeles State: CA Zip: 90021

- ☐ Individual(s) citizenship _____
☐ Association _____
☐ General Partnership _____
☒ Limited Partnership Delaware
☐ Corporation-State _____
☐ Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No
(Designations must be a separate document from assignment)Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 76/147771, 76/076175,
 76/129611, 75/791702, 78/200868, 78/189265, 76/076855

B. Trademark Registration No.(s) 2187295, 2074857,
 1989708, 2327663, 1717360, 2660265,

Additional number(s) attached ☒ Yes ☐ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Guess?, Inc.

Internal Address: _____

Street Address: 1444 South Alameda Street

City: Los Angeles State: CA Zip: 90021

6. Total number of applications and registrations involved: 81

7. Total fee (37 CFR 3.41).....\$ 2,040.00

- ☒ Enclosed
☐ Authorized to be charged to deposit account

8. Deposit account number: _____

DO NOT USE THIS SPACE

9. Signature.

Deborah S. Siegel

Name of Person Signing

Signature

March 14, 2003

Date

Total number of pages including cover sheet, attachments, and document: 15

Mail documents to be recorded with required cover sheet information to:
 Commissioner of Patent & Trademarks, Box Assignments
 Washington, D.C. 20231

03/25/2003 ECDUPK 00000182 7614771

01 FC:8521

40.00 DP

02 FC:8522

2000.00 DP

TRADEMARK
REEL: 002692 FRAME: 0694

Continuation of Item 4

Applications

76/333242

75/788249

Registrations

2423778

2215792

2607729

1704002

1433022

1437016

1765883

2370424

2214300

2077475

2137398

2022474

2185476

2185475

2029606

2112160

2102578

2001251

2191296

2086838

2013201

1974886

1889947

1458437

2115896

2202330

2334208

2075825

2197173

1299580

1427405

2139063

1458438

2308468

1712645

1435363

1271896

1465363

1546993

2333738

2380188

1978398

2139062

2051066

1722102

2306943

1445261

2001964

2506616

2113198

2219428

2406370

2180127

2112157

2180141

2577419

2322937

1695617

1737888

2632268

1918025

1762986

1858982

1681261

2133686

1940251

ASSIGNMENT OF TRADEMARKS

WHEREAS, Guess?, Inc., a Delaware corporation, located and doing business at 1444 S. Alameda Street, Los Angeles, California 90021, (hereinafter referred to as "ASSIGNOR"), is the owner of the trademarks and service marks listed in Exhibit A attached hereto and incorporated herein (the "TRADEMARKS"), and the United States registrations and applications therefor; and

WHEREAS, Guess? IP Holder L.P., a Delaware limited partnership, located and doing business at 1444 S. Alameda Street, Los Angeles, California 90021 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring all of the rights, title and interest of ASSIGNOR in, to and under the TRADEMARKS, together with the goodwill and the portion of the business associated with the TRADEMARKS.

NOW, THEREFORE, in consideration of good and valuable consideration from ASSIGNEE to ASSIGNOR, the sufficiency and receipt of which is hereby acknowledged, ASSIGNOR hereby transfers and assigns to ASSIGNEE, the entire right, title and interest in and to the TRADEMARKS, together with the goodwill and the portion of the business associated with the TRADEMARKS and all trademark registrations and applications therefore.

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IN WITNESS WHEREOF, the parties have executed this instrument on this 14th day of

March, 2003.

Guess?, Inc

By: 

Name: Carlos Alberini

Its: President

Guess? IP Holder L.P.

By: 

Name: Deborah S. Siegel

Its: Secretary

**EXHIBIT A
THE TRADEMARKS**

Country	Trademarks	Application or Registration Number
United States	"G" in Design	76/147771
United States	AMERICAN TRADITION GUESS	2187295
United States	BABY GUESS	2074857
United States	BABY GUESS	1989708
United States	BABY GUESS? AT HOME	2327663
United States	Backward BRAND G at Pocket	76/076175
United States	Black Top Bottle Configuration	1717360
United States	BRAND G in Design	76/129611
United States	BRAND G in Design	2660265
United States	G81	2423778
United States	GC COLLECTION in Design	2215792
United States	GUESS	2607729
United States	GUESS	1704002
United States	GUESS	1433022
United States	GUESS	1437016
United States	GUESS	1765883
United States	GUESS	2370424
United States	GUESS	2214300
United States	GUESS	2077475
United States	GUESS	2137398
United States	GUESS ? JEANS and Diagonal Design	75/791702
United States	GUESS ACTIVEWEAR	2022474
United States	GUESS AMERICAN TRADITION	2185476
United States	GUESS AN AMERICAN TRADITION	2185475
United States	GUESS ATHLETIC	2029606
United States	GUESS ATHLETIC ? and Triangle	2112160
United States	GUESS COLLECTION	2102578
United States	GUESS COLLECTION	2001251
United States	GUESS GIRLS	2191296
United States	GUESS HOME COLLECTION	2086838
United States	GUESS INNERWEAR	2013201
United States	GUESS JEANS	1974886
United States	GUESS JEANS AN AMERICAN TRADITION	1889947
United States	GUESS JEANS CALIFORNIA USA	1458437
United States	GUESS JEANS U.S.A.	2115896
United States	GUESS KIDS	78/200868
United States	GUESS MY SIGN	2202330
United States	GUESS SPORT	2334208

United States	GUESS U.S.A.	2075825
United States	GUESS U.S.A. AMERICAN TRADITION	2197173
United States	GUESS USA	78/189265
United States	GUESS?	1299580
United States	GUESS?	1427405
United States	GUESS?	2139063
United States	GUESS? (Crosshatch)	1458438
United States	GUESS? (Gobe Logo)	2308468
United States	GUESS? and Triangle Design	1712645
United States	GUESS? and Triangle Design	1435363
United States	GUESS? and Triangle Design	1271896
United States	GUESS? and Triangle Design	1465363
United States	GUESS? and Triangle Design	1546993
United States	GUESS? and Triangle Design	2333738
United States	GUESS? and Triangle Design	2380188
United States	GUESS? and Triangle Design	1978398
United States	GUESS? and Triangle Design	2139062
United States	GUESS? INNERWEAR and Triangle Design	2051066
United States	GUESS? USA WASHED JEANS and Triangle Design	1722102
United States	Horizontal Red Stitching on Pocket	76/076855
United States	Inverted Triangle – Rear Pocket	2306943
United States	ORIGINAL DESIGN GUESS	1445261
United States	Pocket Stitching Design	2001964
United States	Pocket Stitching Design	76/333242
United States	Pocket Stitching Design	2506616
United States	Pocket Stitching Design	2113198
United States	? Shirt Pocket Label	2219428
United States	? in Design	2406370
United States	? in Design	2180127
United States	? on Coin Pocket	2112157
United States	? U.S.A. in Design	2180141
United States	Red G on Pocket Design	2577419
United States	Red Bordered Triangle Design	2322937
United States	Red Triangle Design	1695617
United States	Solid Red Triangle Design	75/788249
United States	Translucent Top Bottle	1737888
United States	Triangle and G Design	2632268
United States	Triangle Design with ? (Metal)	1918025
United States	Triangle with ?	1762986
United States	Triangle with ?	1858982
United States	Triangle with ?	1681261
United States	Triangle with ?	2133686

United States	WATERPRO	1940251
Armenia	GUESS	3857
Armenia	GUESS?	3856
Armenia	GUESS? and Triangle Design	3855
Austria	GUESS	147473
Austria	GUESS? and Triangle Design	106056
Azerbaijan	GUESS	971494
Azerbaijan	GUESS? and Triangle Design	970777
Benelux	BABY GUESS	560370
Benelux	GUESS KIDS	575817
Benelux	GUESS?	426992
Benelux	GUESS?	388017
Benelux	GUESS?	419411
Benelux	GUESS? and Triangle Design	426993
Benelux	GUESS? and Triangle Design	421149
Benelux	GUESS? and Triangle Design	418896
Canada	BABY GUESS	TMA516804
Canada	BABY GUESS? AT HOME	TMA574502
Canada	BRAND G in Design	1083513
Canada	G on Pocket Design	1080533
Canada	GC COLLECTION in Design	TMA633652
Canada	GUESS	327047
Canada	GUESS	374149
Canada	GUESS ATHLETIC	TMA455182
Canada	GUESS HOME COLLECTION	TMA496040
Canada	GUESS JEANS	TMA468762
Canada	GUESS KIDS	TMA500914
Canada	GUESS USA	TMA509794
Canada	GUESS?	345757
Canada	GUESS? (Gobe Logo)	853135
Canada	GUESS? and Triangle Design	373753
Canada	GUESS? and Triangle Design	348382
Canada	GUESS? and Triangle Design	336133
Canada	GUESS? USA and Triangle Design	393519
Canada	? in Design	TMA542169
Canada	Red Stitching Design	TMA456522
Croatia	GUESS	Z930480
Croatia	GUESS	Z930478
Croatia	GUESS? and Triangle Design	Z930482
Cyprus	GUESS	43406
Cyprus	GUESS	38608
Cyprus	GUESS? and Triangle Design	51479
Cyprus	GUESS? PARIS and Triangle Design	27129
Cyprus	Triangle with ?	43407

Czech Republic	GUESS	181108
Czech Republic	GUESS?	166710
Czech Republic	GUESS? and Triangle Design	165903
Czech Republic	GUESS? and Triangle Design	213817
Czech Republic	GUESS? and Triangle Design	165903
Denmark	BABY GUESS	VR046761995
Denmark	GUESS	03818-1995
Denmark	GUESS	07506-1989
Denmark	GUESS	09015-1991
Denmark	GUESS KIDS	VR046751995
Denmark	GUESS? and Triangle Design	01913-1984
Denmark	Triangle with ?	03819-1995
European Community	BRAND G	001914852
European Community	G in Design	1943091
European Community	G81	843409
European Community	GC COLLECTION in Design	623090
European Community	GUESS	135681
European Community	GUESS 2000	00948661
European Community	GUESS KIDS	876987
European Community	GUESS?	751826
European Community	GUESS?	135624
European Community	GUESS? (Gobe Logo)	552646
European Community	GUESS? and Triangle Design	135640
European Community	Pocket Stitching Design	000629618
European Community	? in Design	495077
European Community	Red Bordered Inverted Triangle	858886
European Community	Red Stitched G	1942598
European Community	Triangle with ?	135376
Finland	GUESS	141936
Finland	GUESS	120907
Finland	GUESS? and Triangle Design	95941
Finland	Triangle with ?	141935
France	BABY GUESS	94528039
France	GESS and Device	1227525
France	GUESS HOME COLLECTION	95598219
France	GUESS KIDS	95565119
France	GUESS?	1351614
France	GUESS?	1215203
France	GUESS?	1361413
France	GUESS? and Triangle Design	1351615
France	GUESS? and Triangle Design	1272854
France	GUESS? and Triangle Design	1361412
France	Triangle with ?	93489478
France	Triangle with ?	93459670

Germany	BABY GUESS	2906376
Germany	GUESS	2043693
Germany	GUESS KIDS	39514036
Germany	GUESS?	2099011
Germany	GUESS?	1191137
Germany	GUESS? and Triangle Design	2099012
Germany	GUESS? and Triangle Design	1055695
Germany	GUESS? and Triangle Design	644905
Greece	BABY GUESS	119164
Greece	GUESS	113803
Greece	GUESS KIDS	123665
Greece	GUESS?	129520
Greece	GUESS?	83576
Greece	GUESS? PARIS and Triangle Design	129519
Greece	GUESS? PARIS and Triangle Design	75930
Greece	GUESS? PARIS and Triangle Design	83574
Hungary	GUESS	157403
Hungary	GUESS	146991
Hungary	GUESS	133623
Hungary	GUESS?	157402
Hungary	GUESS? and Triangle Design	157401
Hungary	GUESS? PARIS and Triangle Design	123965
Hungary	Triangle with ?	146992
Ireland	BABY GUESS	211720
Ireland	BABY GUESS	165516
Ireland	GUESS	204087
Ireland	GUESS KIDS	164628
Ireland	GUESS KIDS	206289
Ireland	GUESS?	131705
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Ireland	GUESS?	131697
Ireland	GUESS?	131696
Ireland	GUESS?	131693
Ireland	GUESS?	131706
Ireland	GUESS?	131699
Ireland	GUESS? and Triangle Design	131690
Ireland	GUESS? and Triangle Design	131691
Ireland	GUESS? and Triangle Design	131680
Ireland	GUESS? and Triangle Design	131688
Ireland	GUESS? and Triangle Design	131687
Ireland	GUESS? and Triangle Design	152812
Ireland	GUESS? and Triangle Design	131689

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Ireland	GUESS? and Triangle Design	131682
Ireland	GUESS? and Triangle Design	112714
Ireland	GUESS? and Triangle Design	131683
Ireland	GUESS? and Triangle Design	131685
Ireland	GUESS? and Triangle Design	131686
Italy	BABY GUESS	702463
Italy	GUESS	747842
Italy	GUESS	MI99007638
Italy	GUESS JEANS	739472
Italy	GUESS KIDS	725768
Italy	GUESS USA	739473
Italy	GUESS?	748377
Italy	GUESS?	748380
Italy	GUESS?	747843
Italy	GUESS? and Triangle Design	748378
Italy	GUESS? and Triangle Design	413979
Italy	GUESS? and Triangle Design	747844
Italy	GUESS? and Triangle Design	MI99007639
Italy	Triangle with ?	625255
Italy	Triangle with ?	MI96C002286
Liechtenstein	GUESS	8714
Liechtenstein	GUESS? and Triangle Design	7053
Monaco	GUESS	R.01.22468
Monaco	GUESS?	8610885
Monaco	GUESS? and Triangle Design	8610884
Norway	BABY GUESS	168293
Norway	GUESS	189077
Norway	GUESS	175576
Norway	GUESS	154527
Norway	GUESS KIDS	175577
Norway	GUESS? and Triangle Design	119630
Norway	Triangle with ?	175575
Portugal	BABY GUESS	303373
Portugal	GUESS KIDS	308903
Portugal	GUESS?	235023
Portugal	GUESS?	235012
Portugal	GUESS?	235024
Portugal	GUESS?	224114
Portugal	GUESS?	235019
Portugal	GUESS?	235018
Portugal	GUESS?	235016
Portugal	GUESS?	235015
Portugal	GUESS?	235025

Portugal	GUESS? and Triangle Design	220616
Portugal	GUESS? and Triangle Design	235058
Portugal	GUESS? and Triangle Design	225755
Portugal	GUESS? and Triangle Design	235056
Portugal	GUESS? and Triangle Design	225754
Portugal	GUESS? and Triangle Design	235063
Portugal	GUESS? and Triangle Design	235059
Portugal	GUESS? and Triangle Design	225753
Portugal	GUESS? and Triangle Design	235064
Portugal	Triangle with ?	235039
Portugal	Triangle with ?	235037
Portugal	Triangle with ?	235033
Portugal	Triangle with ?	235032
Portugal	Triangle with ?	235030
Portugal	Triangle with ?	235029
Portugal	Triangle with ?	235026
Russian Federation	GUESS	126448
Russian Federation	GUESS KIDS	189838
Russian Federation	GUESS? and Triangle Design	178666
Russian Federation	GUESS? and Triangle Design	76532
Russian Federation	? in Design	171745
Slovakia	GUESS	175344
Slovakia	GUESS?	166710
Slovakia	GUESS? and Triangle Design	165903
Slovenia	GUESS	9181799
Slovenia	GUESS	9470214
Slovenia	GUESS? and Triangle Design	8380308
Spain	BABY GUESS	1902023
Spain	BABY GUESS	1902024
Spain	GUESS	1158721/0
Spain	GUESS	1165037/0
Spain	GUESS	1165036/2
Spain	GUESS	1165035/4
Spain	GUESS	1158722/9
Spain	GUESS JEANS	1968592
Spain	GUESS KIDS	1968595
Spain	GUESS KIDS	1960567
Spain	GUESS USA	1968594
Spain	GUESS?	1146173/X
Spain	GUESS?	1146171
Spain	GUESS?	1034483
Spain	GUESS?	1146172/1
Spain	GUESS? and Triangle Design	1076305
Spain	GUESS? and Triangle Design	1146176/4

Spain	GUESS? and Triangle Design	1076303
Spain	GUESS? and Triangle Design	1146174/8
Spain	GUESS? and Triangle Design	1076304/X
Spain	GUESS? and Triangle Design	1146175/6
Spain	GUESS? and Triangle Design	1076306/6
Spain	GUESS? and Triangle Design	1076302
Spain	Triangle with ?	1650819
Sweden	BABY GUESS	265901
Sweden	GUESS	255061
Sweden	GUESS	249831
Sweden	GUESS	209999
Sweden	GUESS KIDS	309997
Sweden	GUESS?	208563
Sweden	GUESS? and Triangle Design	188891
Sweden	GUESS? and Triangle Design	211602
Switzerland	BABY GUESS	421577
Switzerland	GUESS	410394
Switzerland	GUESS	400732
Switzerland	GUESS KIDS	431694
Switzerland	GUESS?	352626
Switzerland	GUESS? and Triangle Design	352723
Switzerland	GUESS? PARIS and Triangle Design	327359
Turkey	BABY GUESS	153629
Turkey	GC COLLECTION in Design	188264
Turkey	GUESS KIDS	159907
Turkey	GUESS?	92656
Turkey	GUESS? and Triangle Design	80824
Turkey	? in Design	191287
United Kingdom	BABY GUESS	2018932
United Kingdom	GUESS	1306330
United Kingdom	GUESS	1306333
United Kingdom	GUESS	1306332
United Kingdom	GUESS	1306331
United Kingdom	GUESS	2014096
United Kingdom	GUESS KIDS	2018934
United Kingdom	GUESS?	1276090
United Kingdom	GUESS?	1306328
United Kingdom	GUESS?	1185709
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United Kingdom	GUESS?	1275982
United Kingdom	GUESS?	1275981
United Kingdom	GUESS?	1306323
United Kingdom	GUESS?	1275883
United Kingdom	GUESS?	1306329
United Kingdom	GUESS? and Triangle Design	1276091
United Kingdom	GUESS? and Triangle Design	1306316
United Kingdom	GUESS? and Triangle Design	1275884
United Kingdom	GUESS? and Triangle Design	1275979
United Kingdom	GUESS? and Triangle Design	1275978
United Kingdom	GUESS? and Triangle Design	1306318
United Kingdom	GUESS? and Triangle Design	1306317
United Kingdom	GUESS? and Triangle Design	1275885
United Kingdom	GUESS? and Triangle Design	1306322
United Kingdom	GUESS? and Triangle Design	1306321
United Kingdom	GUESS? and Triangle Design	1221198
United Kingdom	GUESS? and Triangle Design	1306320
United Kingdom	GUESS? and Triangle Design	1306319
United Kingdom	GUESS? and Triangle Design	1275886
United Kingdom	Triangle with ?	1323648
United Kingdom	Triangle with ?	1323649
United Kingdom	Triangle with ?	1323647
United Kingdom	Triangle with ?	1328597

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

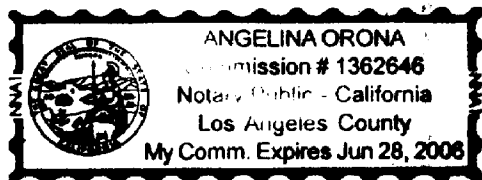
County of Los Angeles

} ss.

On March 14, 2003, before me, Angelina Orona, Notary Public,
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared Carlos Alberini,
Name(s) of Signer(s)

- ☒ personally known to me
☐ proved to me on the basis of satisfactory evidence



to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Place Notary Seal Above

Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Trademark Assignment

Document Date: March 14, 2003 Number of Pages: 11

Signer(s) Other Than Named Above: None

Capacity(ies) Claimed by Signer

Signer's Name: Carlos Alberini

- ☐ Individual
☒ Corporate Officer — Title(s): President
☐ Partner — ☐ Limited ☐ General
☐ Attorney in Fact
☐ Trustee
☐ Guardian or Conservator
☐ Other: _____

Signer Is Representing: Guess?, Inc.

RIGHT THUMBPRINT
OF SIGNER
Top of thumb here

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

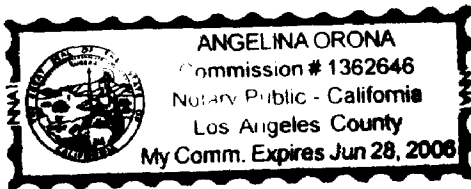
County of Los Angeles

} ss.

On March 14, 2003, before me, Angelina Orona, Notary Public,
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared Deborah Siegel
Name(s) of Signer(s)

- ☒ personally known to me
☐ proved to me on the basis of satisfactory evidence



to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Place Notary Seal Above

Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Trademark Assignment

Document Date: March 14, 2003 Number of Pages: 11

Signer(s) Other Than Named Above: None

Capacity(ies) Claimed by Signer

Signer's Name: Deborah Siegel

- ☐ Individual
☒ Corporate Officer — Title(s): Secretary
☐ Partner — ☐ Limited ☐ General
☐ Attorney in Fact
☐ Trustee
☐ Guardian or Conservator
☐ Other: _____

Signer Is Representing: Guess? IP Holder L.P.

