

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Guess? Inc.		07/18/2008	CORPORATION: DELAWARE

## RECEIVING PARTY DATA

Name:	Guess? IP Holder L.P.
Street Address:	1444 S. Alameda Street
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90021
Entity Type:	LIMITED PARTNERSHIP: DELAWARE

## PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	78923922	YES
Registration Number:	3235398	YES
Registration Number:	3402852	YES
Registration Number:	3069249	YES JEANS
Registration Number:	3060882	YES JEANS
Registration Number:	3275986	YES KIDS
Registration Number:	1734931	YES
Registration Number:	1396894	YES CLOTHING CO.

## CORRESPONDENCE DATA

Fax Number: (626)577-8800

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: (626)795-9900

Email: pto@cph.com

Correspondent Name: Michael MacDermott

Address Line 1: P.O. Box 7068

TRADEMARK

REEL: 003818 FRAME: 0846

900111661

OP \$215.00 78923922

Address Line 4: Pasadena, CALIFORNIA 91109

NAME OF SUBMITTER:

/Deborah Siegel/

Signature:

/Deborah Siegel/

Date:

07/18/2008

Total Attachments: 4

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## 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

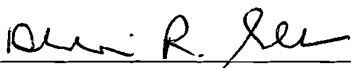
WHEREAS, Guess? IP Holder L.P., a Delaware limited partnership, located and doing business at 1444 S. Alameda Street, Los Angeles, California 90021 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring all of the rights, title and interest of ASSIGNOR in, to and under the TRADEMARKS, together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

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 that portion of the business to which the TRADEMARKS pertain and all trademark registrations and applications therefor.

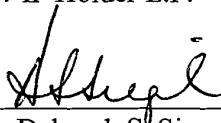
*[Remainder of page intentionally left blank]*

IN WITNESS WHEREOF, the parties have executed this instrument on this 18<sup>th</sup> day of July, 2008.

Guess?, Inc.

By:   
Name: Dennis Secor  
Its: Senior Vice President and Chief Financial Officer

Guess? IP Holder L.P.

By:   
Name: Deborah S. Siegel  
Its: Secretary

**EXHIBIT A  
THE TRADEMARKS**

<b>Country</b>	<b>Trademarks</b>	<b>Application or Registration Number</b>
United States	YES	3235398
United States	YES	78-923922
United States	YES	3402852
United States	YES JEANS	3069249
United States	YES JEANS	3060882
United States	YES KIDS	3275986
United States	YES	1734931
United States	YES CLOTHING CO.	1396894

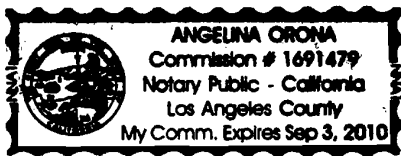
# CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of Los Angeles

On July 18, 2008 before me, Angelina Orona, Notary Public

personally appeared Dennis Secor and Angelina Orona



who 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.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Place Notary Seal Above

Signature

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: Assignment of Trademarks

Document Date: July 18, 2008 Number of Pages: 3

Signer(s) Other Than Named Above: none

### Capacity(ies) Claimed by Signer(s)

Signer's Name: Dennis Secor

☐ Individual

☒ Corporate Officer — Title(s): SVP & CFO

☐ Partner — ☐ Limited ☐ General

☐ Attorney in Fact

☐ Trustee

☐ Guardian or Conservator

☐ Other: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_

Guess?, Inc.

RIGHT THUMBPRINT  
OF SIGNER

Top of thumb here

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.

RIGHT THUMBPRINT  
OF SIGNER

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