

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.		07/24/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Guess? IP Holder L.P.
Composed Of:	COMPOSED OF Guess? Licensing, Inc., as sole general partner
Street Address:	1444 South Alameda Street
Internal Address:	Legal Department
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90021
Entity Type:	LIMITED PARTNERSHIP: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	2139312	MARCIANO
Registration Number:	1179281	MARCIANO
Registration Number:	3015017	MARCIANO
Registration Number:	3342581	MARCIANO
Registration Number:	1997798	MARCIANO COLLECTION
Registration Number:	2070154	MAURICE MARCIANO
Registration Number:	3225531	M

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 J. MacDermott, Esq. of &nbsp;nbsp;

TRADEMARK

REEL: 003831 FRAME: 0459

900113327

OP \$190.00 2139312

Address Line 1: P.O. Box 7068
Address Line 2: Christie, Parker & Hale L.L.P.
Address Line 4: Pasadena, CALIFORNIA 91109-7068

NAME OF SUBMITTER:	Theresa McManus
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Signature:	/s/ Theresa McManus
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Date:	08/07/2008
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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 therefor; and

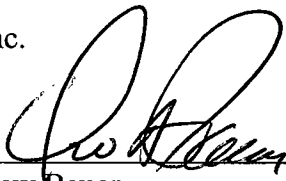
WHEREAS, Guess? IP Holder L.P., a Delaware limited partnership, located and doing business at 1444 S. Alameda Street, Los Angeles, California 90021 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring all of the rights, title and interest of ASSIGNOR in, to and under the TRADEMARKS, together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

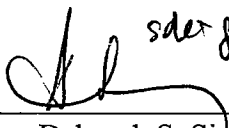
NOW, THEREFORE, in consideration of good and valuable consideration from ASSIGNEE to ASSIGNOR, the sufficiency and receipt of which is hereby acknowledged, ASSIGNOR hereby transfers and assigns to ASSIGNEE, the entire right, title and interest in and to the TRADEMARKS, together with the goodwill and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

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, the parties have executed this instrument on this 24th day of JULY, 2008.

Guess?, Inc.

By: 
Name: Drew Bauer
Its: Vice President and Treasurer

Guess? IP Holder L.P., by *Guess? Licensing, Inc., as
sole general partner*
By: 
Name: Deborah S. Siegel
Its: Secretary

**EXHIBIT A
THE TRADEMARKS**

Country	Trademarks	Application or Registration Number
United States	MARCIANO (stylized)	3015017
United States	MARCIANO (stylized)	3342581
United States	MARCIANO	2139312
United States	MAURICE MARCIANO	2070154
United States	MARCIANO COLLECTION	1997798
United States	MARCIANO	1179281
United States	M (stylized)	3225531

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of

Los Angeles

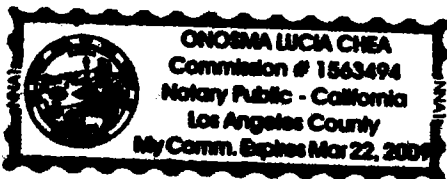
On July 24, 2008 before me, Onosma Lucia Chea, Notary Public

personally appeared

Drew Anthony Bauer

Name(s) of Signer(s)

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.



Place Notary Seal Above

WITNESS my hand and official seal.

Signature

Onosma L. Chea

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 24, 2008

Number of Pages:

2

Signer(s) Other Than Named Above:

N/A

Capacity(ies) Claimed by Signer(s)

Signer's Name:

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

Signer Is Representing:

Signer's Name:

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

Signer Is Representing:

RIGHT THUMBPRINT
OF SIGNER
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RIGHT THUMBPRINT
OF SIGNER
Top of thumb here