

APPLICATION FOR REGISTRATION
OF TRADEMARK OR SERVICE MARK

Wyoming Secretary of State
Corporations Division
The State Capitol Building
Cheyenne, WY 82002-0020

Phone (307) 777-7311/7312
Fax (307) 777-5339
E-mail: corporations@state.wy.us

1. Name of applicant: Guess?, Inc.
2. Business address of applicant: 1444 S. Alameda Street, Los Angeles, CA 90021
3. Mailing address of applicant: 1444 S. Alameda Street, Los Angeles, CA 90021
4. Applicant is: ☐ individual; ☒ corporation; ☐ limited partnership; ☐ general partnership; ☐ limited liability company; ☐ statutory trust; ☐ other.

If a corporation, limited partnership, limited liability company or statutory trust, show when and where incorporated or organized:

State: California Date: December 24, 1981

If a limited partnership or general partnership, list the names of the general partners or partners:

If a limited liability company or statutory trust, list the names of the managers, members or trustees:

If other, explain: _____



5. Provide a written description of the trademark or service mark. Your description must include all words, names, symbols, devices and designs which the applicant wishes to be included within the mark. You may attach a separate sheet if needed; however, you must describe the trademark completely. The term GUESS? and Triangle Design
6. Provide the class number and title of the goods or services (see attachment). Use only one class code per registration: 28

7. Provide a brief description of the goods or services within the class (i.e., what your product is, or what service you provide): Watches.

8. List the mode or manner in which the mark is used to identify the goods or services (e.g.: goods - labels on cans, bags, wrappers, etc.; tags, nameplates affixed directly to product; services - labels on laundry bags, advertising, window signs, etc.): Tags or labels attached to the goods.

9. An application to register the mark or portions or a composite has been filed by the applicant or a predecessor in interest in the U.S. Patent and Trademark office: ☒ Yes ☐ No

If yes, provide filing date, serial number of each application, the status and, if any application was finally refused registration or has not otherwise resulted in registration, the reasons therefore:

June 16, 1986, 73/604,431, registered

10. Date of first use by applicant or predecessor (the mark **must be in use** before it can be registered):

a. Anywhere November 1984

b. In this state November 1984

11. **Three** specimens or facsimiles of the mark **as it is actually used** must accompany this application.

12. The applicant is the owner of the mark. The mark is in use and to the knowledge of the person verifying this application, no other person has registered, either federally or in this state, or has the right to use such mark either in the identical form thereof or in such near resemblance as to be likely, when applied to the goods or services of such other person, to cause confusion or to cause mistake or to deceive.

Signature available on original document

Date: April 25, 2001

Signed:

Deborah Siegel

Title: General Counsel and Secretary

State of California
County of Los Angeles

Subscribed and sworn to before me this 25th day of April, 2001 by
Katherine M. Swart

SEAL

Katherine M. Swart

Notary Public

My commission expires: 1/2/02

Filing Fee: \$100.00 (Filing instructions are on the following page)

Revised: 5/2000



01-420394
1m

FILED: 02/18/2003

CID: 2001-00420394

WY Secretary of State

Doc. ID: 2003-00446899

ASSIGNMENT OF TRADEMARK REGISTRATION

Wyoming Secretary of State
Corporations Division
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State of California
County of Los Angeles

WHEREAS Guess?, Inc. (name of assignor)
of 1444 South Alameda Street, Los Angeles, CA 90021 (address) has adopted, used and
is using the mark which is registered with the Secretary of State, Registration Number 00420394
dated 5/1/01; and

WHEREAS Guess? IP Holder L.P. (assignee) of
1444 South Alameda Street, Los Angeles, CA 90021 (address) is desirous of acquiring said mark
and registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowl-
edged said Guess?, Inc. (assignor) does
hereby assign unto said Guess? IP Holder L.P. (assignee) all right, title and
interest in and to said mark, together with the good will of the business in which the trademark is used (or
that part of the good will of the business connected with the use of and symbolized by the trademark) and
the Registration Number 00420394 thereof.

Guess?, Inc.
By: [Signature] Assignor
Signature available on original document

Subscribed and sworn to before me this 7th day of February, 2003.

[Signature]
Notary Public

My Commissions Expires: 2/1/06

Filing Fee: \$25.00

Instructions:

- * Enclose a facsimile of the mark as it is actually used.
- * Submit in duplicate

Revised: 5/2000



State of Wyoming

Office of the Secretary of State



United States of America,
State of Wyoming } ss.

CERTIFICATE OF ASSIGNMENT OF TRADEMARK

OF

... GUESS? ...

(Word & Design - Class code 28)

Registration No.: 2001-00420391
Date Registered: May 1, 2001
Expiration Date: May 1, 2006

Name & Address of Assignee:
GUESS? IP HOLDER L.P.
1444 S. Alameda Street
Los Angeles, CA 90021

I, JOSEPH B. MEYER, Secretary of State of the State of Wyoming, do hereby certify that the prerequisites for the issuance of this certificate have been fulfilled in compliance with law, and are found to conform to law.

Accordingly, the undersigned, by virtue of the authority vested in me by law, hereby issues this Certificate.



IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed the Great Seal of the State of Wyoming. Done at Cheyenne, the Capital, this 18th day of February A.D., 2003.

Joseph B. Meyer

Secretary of State

By *Sharon Cochran*
