

ESTTA Tracking number: **ESTTA813271**

Filing date: **04/12/2017**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following parties oppose registration of the indicated application.

Opposers Information

Name	Guess? IP Holder L.P.		
Entity	limited partnership	Citizenship	Delaware
Address	1444 South Alameda Street Los Angeles, CA 90021 UNITED STATES		

Name	Guess?, Inc.		
Entity	Corporation	Citizenship	Delaware
Address	1444 South Alameda Street Los Angeles, CA 90021 UNITED STATES		

Attorney information	Michael J. MacDermott Lewis Roca Rothgerber Christie LLP P.O. Box 29001 Glendale, CA 91209-9001 UNITED STATES pto@lrrc.com Phone:626-795-9900		
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Applicant Information

Application No	87210822	Publication date	03/14/2017
Opposition Filing Date	04/12/2017	Opposition Period Ends	04/13/2017
Applicants	Herlihy, Gregory Paul 1188 Mission Street #1510 San Francisco, CA 94103 UNITED STATES Nguyen, Bao Quoc 4153 20th Street San Francisco, CA 94114 UNITED STATES		


Goods/Services Affected by Opposition



Class 035. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Marketing services

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)
Dilution by tarnishment	Trademark Act Sections 2 and 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	2308468	Application Date	03/03/1998
Registration Date	01/18/2000	Foreign Priority Date	NONE
Word Mark	GUESS?		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 1997/07/00 First Use In Commerce: 1997/07/00 eyeglass frames, sunglasses, eyeglass cases, eyeglass chains</p> <p>Class 014. First use: First Use: 1997/07/00 First Use In Commerce: 1997/07/00 watches, clocks, jewelry, bracelets, earrings, cuff-links, tie clips</p> <p>Class 016. First use: First Use: 1997/07/00 First Use In Commerce: 1997/07/00 STATIONERY AND SCHOOL SUPPLIES, NAMELY, BINDERS, NOTEBOOKS, COMPOSITION BOOKS, FILE FOLDERS, NOTE PADS, PENCIL HOLDERS, AGENDA/DAY PLANNERS, PHOTO ALBUMS, ENVELOPES AND WRITING PAPER, INDEX BOOKS, AGENDAS, OPEN PORTFOLIO COVERS FOR STATIONERY TYPE PORTFOLIOS AND CALENDARS, NOTE JOTTERS</p> <p>Class 018. First use: First Use: 1997/07/00 First Use In Commerce: 1997/07/00 BOOK BAGS, BACKPACKS, HANDBAGS, WALLETS, TRI-FOLD BILLFOLDS, HIP-FOLD BILLFOLDS, CREDIT CARD CASES, CREDIT CARD MONEY FOLDS, TRAVEL KIT BAGS SOLD EMPTY, LUGGAGE, PURSES, COIN PURSES, COSMETIC CASES, TOTE BAGS, CARRY-ON TOTE BAGS, BRIEFCASES, TRAVEL BAGS, DUFFEL BAGS, CLOTH SHOPPING BAGS, AND SMALL LEATHER ARTICLES, NAMELY, KEY CASES, TIE CASES AND KEY FOBS</p> <p>Class 025. First use: First Use: 1997/07/00 First Use In Commerce: 1997/07/00 FULL LINE OF MEN'S, WOMEN'S, BOYS', GIRLS', CHILDREN'S AND INFANT'S APPAREL, NAMELY, UNDWEAR, FOOTWEAR, SWIMWEAR, CAPS, HEADWEAR, APRONS, ROBES, PAJAMAS, HOSIERY, GLOVES, SUSPENDERS, BELTS, NECKTIES, WOMEN'S PANTIES, BRAS, TANK TOPS, CROP TOPS, BUSTIERS, CAMISOLES, TAP PANTS, TEDDIES, MEN'S BRIEFS, BOXER SHORTS, UNDERSHIRTS, SOCKS, SHIRTS, T-SHIRTS, SWEATPANTS, SWEATSHIRTS, KNIT TOPS, SKIRTS, PANTS, TROUSERS, SHORTS, SWEATERS, JEANS, VESTS, COATS, JACKETS, OVERALLS, BLAZERS, DRESSES, SCARVES, BLOUSES, CARDIGANS, GOWNS, GOLF SHIRTS, JOGGING SUITS, TURTLENECKS, SUITS, AND POLO SHIRTS</p> <p>Class 026. First use: First Use: 1997/07/00 First Use In Commerce: 1997/07/00 BUTTONS FOR CLOTHING</p> <p>Class 035. First use: First Use: 1997/07/00 First Use In Commerce: 1997/07/00 RETAIL STORE SERVICES IN THE FIELD OF APPAREL AND ACCESSORIES, AND, HOME FURNISHINGS, PROVIDING ON-LINE PRICING AND DESCRIPTIVE INFORMATION RELATING TO APPLICANT'S PRODUCTS, AND</p>		

PROVIDING AN ON-LINE PHOTOGRAPHIC GALLERY			
U.S. Registration No.	2370424	Application Date	02/22/1999
Registration Date	07/25/2000	Foreign Priority Date	NONE
Word Mark	GUESS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1999/03/12 First Use In Commerce: 1999/03/12 ON-LINE RETAIL STORE SERVICES, IN THE FIELD OF CLOTHING AND ACCESSORIES RENDERED THROUGH A GLOBAL COMPUTER NETWORK		
U.S. Registration No.	2333738	Application Date	02/26/1998
Registration Date	03/21/2000	Foreign Priority Date	NONE
Word Mark	GUESS?		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 1999/03/12 First Use In Commerce: 1999/03/12 PROVIDING INFORMATION THROUGH A WIDE AREA COMPUTER NETWORK PERTAINING TO FASHION [AND PERSONAL ADVICE]		

U.S. Registration No.	1433022	Application Date	06/27/1986
Registration Date	03/17/1987	Foreign Priority Date	NONE
Word Mark	GUESS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1981/00/00 First Use In Commerce: 1981/00/00 MEN'S, WOMEN'S AND CHILDREN'S CLOTHING - NAMELY, JEANS, SUITS, COATS, JACKETS, SHIRTS, BLOUSES, VESTS, DRESSES, SKIRTS, SHORTS, JUMPSUITS, OVERALLS, SWEATSHIRTS, T-SHIRTS, SWEATERS, TROUSERS, [STOCKINGS,] SOCKS [AND TIGHTS]		

U.S. Registration No.	2077475	Application Date	07/19/1996
Registration Date	07/08/1997	Foreign Priority Date	NONE
Word Mark	GUESS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 014. First use: First Use: 1984/09/18 First Use In Commerce: 1984/09/18 watches; clocks; jewelry; cuff-links; tie clips		

U.S. Registration No.	1704002	Application Date	06/11/1990
Registration Date	07/28/1992	Foreign Priority Date	NONE
Word Mark	GUESS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 1988/06/02 First Use In Commerce: 1988/06/08 Eau De toilette, perfume, cologne, after shave lotion, skin moisturizer, body powder, bath and shower gel, [talc lotion, body glace splash] Class 009. First use: First Use: 1984/09/18 First Use In Commerce: 1984/09/18 [TELEPHONES, TELEPHONE ANSWERING MACHINES, TAPE RECORDERS, TAPE PLAYERS, RADIOS, SPEAKERS, * CALCULATORS,] LENSES, SUNGLASSES, * EYEGLASS FRAMES, EYEGLASS CASES		

U.S. Registration No.	4210798	Application Date	01/12/2011
Registration Date	09/18/2012	Foreign Priority Date	NONE
Word Mark	GUESS		

Design Mark	<h1>GUESS</h1>
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 1984/00/00 First Use In Commerce: 1984/00/00 DECORATIVE AND PROTECTIVE COVERS AND CASES FOR PORTABLE ELECTRONIC DEVICES, NAMELY, PERSONAL ELECTRONIC DEVICES, CELL PHONES, MOBILE PHONES, TELEPHONES, COMPUTERS, LAPTOP COMPUTERS, TABLET COMPUTERS, NOTEBOOK COMPUTERS, MP3 PLAYERS, PORTABLE MUSIC PLAYERS, PERSONAL DIGITAL ASSISTANTS, ELECTRONIC READING DEVICES, DIGITAL CAMERAS, AND CAMERAS; EYEWEAR

U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	GUESS Mark and Trade Name		
Goods/Services	marketing, manufacture and sale of a variety of fashion and consumer products and services including apparel, jewelry, watches, leather goods, eyewear, fragrances, stationery, bags, retail store services and e-commerce and marketing in print and electronic media including social media, for the promotion and sale of a broad range of fashion and consumer products		

Attachments	75443708#TMSN.png(bytes) 75645430#TMSN.png(bytes) 75440869#TMSN.png(bytes) 85216171#TMSN.png(bytes) Notice of Opposition.pdf(308990 bytes)
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Signature	/Michael J. MacDermott/
Name	Michael J. MacDermott
Date	04/12/2017

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of trademark application **Serial No. 87/210,822**
For the mark GuessGuests
Published in the Trademark *Official Gazette* on March 14, 2017

<p>Guess? IP Holder L.P. and Guess?, Inc. Opposers, v. Bao Quoc Nguyen and Gregory Paul Herlihy Joint Applicants.</p>

Opposition No.

NOTICE OF OPPOSITION

Opposers Guess? IP Holder L.P., a Delaware limited partnership, and Guess?, Inc., a Delaware corporation, whose address is 1444 South Alameda Street, Los Angeles, California 90021, believe that they will be damaged by registration of the mark GuessGuests shown in application Serial No. **87/210,822** in International Class 35 and hereby oppose its registration.

As grounds for opposition, Opposers allege that:

1. Opposers, through their predecessors and related companies (hereinafter collectively "Opposers"), have been and are now engaged in the marketing, manufacture and sale of a wide variety of fashion and other consumer products. Opposers have engaged in traditional and e-commerce marketing and Opposers are highly active in marketing via social media.

2. Since prior to Applicants' priority date, Opposers have continuously and extensively used in commerce the trade name and mark GUESS, alone and in combination with other terms and designs (hereinafter the "GUESS Trade Name and Marks"), in connection with the marketing, manufacture and sale of a variety of fashion and consumer products and services

including apparel, jewelry, watches, leather goods, eyewear, fragrances, stationery, bags, retail store services and e-commerce. Since prior to Applicants' priority date, Opposers have continuously used the GUESS Trade Name and Marks in connection with marketing in print and electronic media including social media, for the promotion and sale of a broad range of fashion and consumer products.

3. Opposer Guess? IP Holder L.P. is the owner of U.S. Registration No. 2308468, issued January 18, 2000 on the Principal Register of the mark GUESS? for goods and services in Classes 9, 14, 16, 18, 25, 26 and Class 35, including providing on-line pricing and descriptive information relating to Opposer's products, and providing an on-line photographic gallery. Said registration is valid and subsisting and has become incontestable under the provisions of Section 15 of the Trademark Act. Attached hereto as Exhibit 1, and made of record herein, is a current printout of information from the electronic database records of the United States Patent and Trademark Office showing the current status and title of the registration.

4. Opposer Guess? IP Holder L.P. is the owner of U.S. Registration No. 2370424, issued July 25, 2000 on the Principal Register of the mark GUESS for services in Class 35, including on-line retail store services, in the field of clothing and accessories rendered through a global computer network. Said registration is valid and subsisting and has become incontestable under the provisions of Section 15 of the Trademark Act. Attached hereto as Exhibit 2, and made of record herein, is a current printout of information from the electronic database records of the United States Patent and Trademark Office showing the current status and title of the registration.

5. Opposer Guess? IP Holder L.P. is the owner of U.S. Registration No. 2333738, issued March 21, 2000 on the Principal Register of the mark GUESS? and Design for services in Class 42, including providing information through a wide area computer network pertaining to fashion. Said registration is valid and subsisting and has become incontestable under the provisions of Section 15 of the Trademark Act. Attached hereto as Exhibit 3, and made of

record herein, is a current printout of information from the electronic database records of the United States Patent and Trademark Office showing the current status and title of the registration.

6. Opposer Guess? IP Holder L.P. is the owner of U.S. Registration No. 1433022, issued March 17, 1987 on the Principal Register of the mark GUESS for goods in Class 25. Said registration is valid and subsisting and has become incontestable under the provisions of Section 15 of the Trademark Act. Attached hereto as Exhibit 4, and made of record herein, is a current printout of information from the electronic database records of the United States Patent and Trademark Office showing the current status and title of the registration.

7. Opposer Guess? IP Holder L.P. is the owner of U.S. Registration No. 2077475, issued July 8, 1997 on the Principal Register of the mark GUESS for goods in Class 14. Said registration is valid and subsisting and has become incontestable under the provisions of Section 15 of the Trademark Act. Attached hereto as Exhibit 5, and made of record herein, is a current printout of information from the electronic database records of the United States Patent and Trademark Office showing the current status and title of the registration.

8. Opposer Guess? IP Holder L.P. is the owner of U.S. Registration No. 1704002, issued July 28, 1992 on the Principal Register of the mark GUESS for goods in Classes 3 and 9. Said registration is valid and subsisting and has become incontestable under the provisions of Section 15 of the Trademark Act. Attached hereto as Exhibit 6, and made of record herein, is a current printout of information from the electronic database records of the United States Patent and Trademark Office showing the current status and title of the registration.

9. Opposer Guess? IP Holder L.P. is the owner of U.S. Registration No. 4210798, issued September 18, 2012 on the Principal Register of the mark GUESS for goods in Class 9, including decorative and protective covers and cases for portable electronic devices such as cell phones, mobile phones, and computers. Said registration is valid and subsisting. Attached hereto as Exhibit 7, and made of record herein, is a current printout of information from the

electronic database records of the United States Patent and Trademark Office showing the current status and title of the registration.

10. Through the widespread use and advertising of their GUESS Trade Name and Marks over a long period of time and by virtue of the quality of goods sold and services rendered in connection with the GUESS Trade Name and Marks, Opposers have built up a valuable goodwill and reputation in connection with the GUESS Trade Name and Marks, which would be jeopardized by Applicants' use and registration of the mark GuessGuests.

11. Applicants' services for which it seeks to register the mark GuessGuests are related to the goods and services distributed, sold and rendered by Opposers under the GUESS Trade Name and Marks.

12. Applicants' mark GuessGuests so resembles Opposers' GUESS Trade Name and Marks, previously used in commerce and/or registered by Opposers and not abandoned, as to be likely, when applied to the services of Applicants, to cause confusion or to cause mistake or to deceive.

Dilution

13. Opposers re-allege and incorporate by reference paragraphs 1 through 12, inclusive.

14. Opposers have extensively used and marketed the GUESS Trade Name and Marks, and as a result, the GUESS Trade Name and Marks have achieved extensive recognition and are famous in the United States.

15. Applicants have averred an intent to use the GuessGuests mark in connection with certain services in the United States. Applicants' intent to use this mark indicates a likelihood of dilution by blurring by impairing the distinctiveness of Opposers' famous GUESS Trade Name and Marks, thereby causing irreparable injury and damage to Opposers.

16. If Applicants' application is allowed to proceed to registration, dilution, damage, and/or other injury to Opposers will occur.

Docket No. 405063-00001

WHEREFORE, Opposers pray that this Opposition be sustained and that registration of Application Serial No. **87/210,822** be refused.

Respectfully submitted,

LEWIS ROCA ROTHGERBER CHRISTIE LLP

Date: April 12, 2017

By



Michael MacDermott
Attorneys for Opposers
P.O. Box 29001
Glendale, California 91209-9001
626/795-9900

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EXHIBIT 1

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G U E S S ?**Word Mark** GUESS?
Goods and Services IC 009. US 021 023 026 036 038. G & S: eyeglass frames, sunglasses, eyeglass cases, eyeglass chains. FIRST USE: 19970700. USED IN ANOTHER FORM September 1984. FIRST USE IN COMMERCE: 19970700

IC 014. US 002 027 028 050. G & S: watches, clocks, jewelry, bracelets, earrings, cuff-links, tie clips. FIRST USE: 19970700. USED IN ANOTHER FORM November 1984. FIRST USE IN COMMERCE: 19970700

IC 016. US 002 005 022 023 029 037 038 050. G & S: STATIONERY AND SCHOOL SUPPLIES, NAMELY, BINDERS, NOTEBOOKS, COMPOSITION BOOKS, FILE FOLDERS, NOTE PADS, PENCIL HOLDERS, AGENDA/DAY PLANNERS, PHOTO ALBUMS, ENVELOPES AND WRITING PAPER, INDEX BOOKS, AGENDAS, OPEN PORTFOLIO COVERS FOR STATIONERY TYPE PORTFOLIOS AND CALENDARS, NOTE JOTTERS. FIRST USE: 19970700. USED IN ANOTHER FORM September 1984. FIRST USE IN COMMERCE: 19970700

IC 018. US 001 002 003 022 041. G & S: BOOK BAGS, BACKPACKS, HANDBAGS, WALLETS, TRI-FOLD BILLFOLDS, HIP-FOLD BILLFOLDS, CREDIT CARD CASES, CREDIT CARD MONEY FOLDS, TRAVEL KIT BAGS SOLD EMPTY, LUGGAGE, PURSES, COIN PURSES, COSMETIC CASES, TOTE BAGS, CARRY-ON TOTE BAGS, BRIEFCASES, TRAVEL BAGS, DUFFEL BAGS, CLOTH SHOPPING BAGS, AND SMALL LEATHER ARTICLES, NAMELY, KEY CASES, TIE CASES AND KEY FOBS. FIRST USE: 19970700. USED IN ANOTHER FORM September, 1984. FIRST USE IN COMMERCE: 19970700

IC 025. US 022 039. G & S: FULL LINE OF MEN'S, WOMEN'S, BOYS', GIRLS', CHILDREN'S AND INFANT'S APPAREL, NAMELY, UNDWEAR, FOOTWEAR, SWIMWEAR, CAPS, HEADWEAR, APRONS, ROBES, PAJAMAS, HOSIERY, GLOVES, SUSPENDERS, BELTS, NECKTIES, WOMEN'S PANTIES, BRAS, TANK TOPS, CROP TOPS, BUSTIERS, CAMISOLES, TAP PANTS, TEDDIES, MEN'S BRIEFS, BOXER SHORTS, UNDER SHIRTS, SOCKS, SHIRTS, T-SHIRTS, SWEATPANTS, SWEATSHIRTS, KNIT TOPS, SKIRTS, PANTS, TROUSERS, SHORTS, SWEATERS, JEANS, VESTS, COATS, JACKETS, OVERALLS, BLAZERS, DRESSES, SCARVES, BLOUSES, CARDIGANS, GOWNS, GOLF SHIRTS, JOGGING SUITS, TURTLENECKS, SUITS, AND POLO SHIRTS. FIRST USE: 19970700. USED IN ANOTHER FORM 1981. FIRST USE IN COMMERCE: 19970700

IC 026. US 037 039 040 042 050. G & S: BUTTONS FOR CLOTHING. FIRST USE: 19970700. USED IN ANOTHER FORM September 1984. FIRST USE IN COMMERCE: 19970700

IC 035. US 100 101 102. G & S: RETAIL STORE SERVICES IN THE FIELD OF APPAREL AND ACCESSORIES, AND, HOME FURNISHINGS, PROVIDING ON-LINE PRICING AND DESCRIPTIVE INFORMATION RELATING TO APPLICANT'S PRODUCTS, AND PROVIDING AN ON-LINE PHOTOGRAPHIC GALLERY. FIRST USE: 19970700. USED IN ANOTHER FORM 1989. FIRST USE IN COMMERCE: 19970700

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 75443708

Filing Date March 3, 1998

Current Basis 1A

Original Filing Basis 1A

Published for Opposition October 26, 1999

Registration Number 2308468

Registration Date January 18, 2000

Owner (REGISTRANT) Guess?, Inc. CORPORATION DELAWARE 1444 South Alameda Street Los Angeles CALIFORNIA 90021

(LAST LISTED OWNER) GUESS? IP HOLDER L.P. GUESS? LICENSING, INC., A DELAWARE CORPORATION LIMITED PARTNERSHIP DELAWARE 1444 S. ALAMEDA STREET LOS ANGELES CALIFORNIA 90021

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record MICHAEL J. MACDERMOTT

Prior Registrations 1299580;1433022;1435363;1765883;AND OTHERS

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20100122.

Renewal 1ST RENEWAL 20100122

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Word Mark	GUESS
Goods and Services	IC 035. US 100 101 102. G & S: ON-LINE RETAIL STORE SERVICES, IN THE FIELD OF CLOTHING AND ACCESSORIES RENDERED THROUGH A GLOBAL COMPUTER NETWORK. FIRST USE: 19990312. FIRST USE IN COMMERCE: 19990312
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75645430
Filing Date	February 22, 1999
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	May 2, 2000
Registration Number	2370424
Registration Date	July 25, 2000
Owner	(REGISTRANT) Guess?, Inc. CORPORATION DELAWARE 1444 S. Alameda Street Los Angeles CALIFORNIA 90021 (LAST LISTED OWNER) GUESS? IP HOLDER L.P. LIMITED PARTNERSHIP DELAWARE 1444 South Alameda Street LOS ANGELES CALIFORNIA 90021
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	MICHAEL J MACDERMOTT
Type of Mark Register	SERVICE MARK PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20100719.

Renewal 1ST RENEWAL 20100719

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Word Mark	GUESS?
Goods and Services	IC 042. US 100 101. G & S: PROVIDING INFORMATION THROUGH A WIDE AREA COMPUTER NETWORK PERTAINING TO FASHION [AND PERSONAL ADVICE]. FIRST USE: 19990312. FIRST USE IN COMMERCE: 19990312
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	24.17.14 - Ampersands (&); At symbol (@); Brackets, punctuation; Commas; Diacritical marks; Exclamation points (!); Punctuation marks; Question marks (?) 26.05.02 - Plain single line triangles; Triangles, plain single line
Serial Number	75440869
Filing Date	February 26, 1998
Current Basis	UNKNOWN
Original Filing Basis	1B
Published for Opposition	August 10, 1999
Registration Number	2333738
Registration Date	March 21, 2000
Owner	(REGISTRANT) Guess?, Inc. CORPORATION DELAWARE 1444 S. Alameda Street Los Angeles CALIFORNIA 90021 (LAST LISTED OWNER) GUESS? IP HOLDER L.P. LIMITED PARTNERSHIP DELAWARE 1444 S. ALAMEDA ST LOS ANGELES CALIFORNIA 90021
Assignment Recorded	ASSIGNMENT RECORDED

Attorney of Record Michael J. MacDermott
Prior Registrations 1465363;1546993;1712645;1722102;1978398;AND OTHERS
Type of Mark SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20100324.
Renewal 1ST RENEWAL 20100324
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Typed Drawing

Word Mark GUESS

Goods and Services IC 025. US 022 039. G & S: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING - NAMELY, JEANS, SUITS, COATS, JACKETS, SHIRTS, BLOUSES, VESTS, DRESSES, SKIRTS, SHORTS, JUMPSUITS, OVERALLS, SWEATSHIRTS, T-SHIRTS, SWEATERS, TROUSERS, [STOCKINGS,] SOCKS [AND TIGHTS]. FIRST USE: 19810000. FIRST USE IN COMMERCE: 19810000

Mark Drawing Code (1) TYPED DRAWING

Serial Number 73606665

Filing Date June 27, 1986

Current Basis 1A

Original Filing Basis 1A

Published for Opposition December 23, 1986

Registration Number **1433022**

Registration Date March 17, 1987

Owner (REGISTRANT) GUESS ?, INC. CORPORATION CALIFORNIA 1444 SOUTH ALAMEDA STREET LOS ANGELES CALIFORNIA 90021

(LAST LISTED OWNER) GUESS? IP HOLDER, L.P. GUESS? LICENSING, INC. A GENERAL PARTNER LIMITED PARTNERSHIP DELAWARE 1444 S. ALAMEDA ST. LOS ANGELES CALIFORNIA 90021

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record MICHAEL J. MACDERMOTT

Prior Registrations 0849861;1271896;1299580;1352913;1404671;AND OTHERS

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070402.

Renewal 1ST RENEWAL 20070402

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Typed Drawing

Word Mark	GUESS
Goods and Services	IC 014. US 002 027 028 050. G & S: watches; clocks; jewelry; cuff-links; tie clips. FIRST USE: 19840918. FIRST USE IN COMMERCE: 19840918
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75136597
Filing Date	July 19, 1996
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	April 15, 1997
Registration Number	2077475
Registration Date	July 8, 1997
Owner	(REGISTRANT) Guess?, Inc. CORPORATION DELAWARE 1444 South Alameda Street Los Angeles CALIFORNIA 90021 (LAST LISTED OWNER) GUESS:? IP HOLDER L.P. Composed of GUESS? Licensing, Inc., a Delaware Corporation LIMITED PARTNERSHIP DELAWARE 1444 S ALAMEDA STREET LOS ANGELES CALIFORNIA 90021
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	MICHAEL J MACDERMOTT
Prior Registrations	1427405;1465363
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070713.
Renewal	1ST RENEWAL 20070713
Live/Dead Indicator	LIVE

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Typed Drawing

Word Mark GUESS

Goods and Services IC 003. US 001 004 006 050 051 052. G & S: Eau De toilette, perfume, cologne, after shave lotion, skin moisturizer, body powder, bath and shower gel, [talc lotion, body glace splash]. FIRST USE: 19880602. FIRST USE IN COMMERCE: 19880608

IC 009. US 021 023 026 036 038. G & S: [TELEPHONES, TELEPHONE ANSWERING MACHINES, TAPE RECORDERS, TAPE PLAYERS, RADIOS, SPEAKERS, * CALCULATORS,] LENSES, SUNGLASSES, * EYEGLASS FRAMES, EYEGLASS CASES. FIRST USE: 19840918. FIRST USE IN COMMERCE: 19840918

Mark Drawing Code (1) TYPED DRAWING

Serial Number 74067648

Filing Date June 11, 1990

Current Basis 1A

Original Filing Basis 1B

Published for Opposition June 25, 1991

Change In Registration CHANGE IN REGISTRATION HAS OCCURRED

Registration Number 1704002

International Registration Number 1028222; 1028222A; 1028222B; 1028222C; 1028222D; 1028222E

Registration Date July 28, 1992

Owner (REGISTRANT) Guess ?, Inc. CORPORATION CALIFORNIA 1444 South Alameda Street Los Angeles CALIFORNIA 90021

(LAST LISTED OWNER) GUESS? IP HOLDER L.P. LIMITED PARTNERSHIP DELAWARE 1444 SOUTH ALAMEDA STREET LOS ANGELES CALIFORNIA 90021

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Michael J. MacDermott

Prior Registrations 1435363;1437016;AND OTHERS

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20120601.

Renewal 2ND RENEWAL 20120601

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GUESS

Word Mark	GUESS
Goods and Services	IC 009. US 021 023 026 036 038. G & S: DECORATIVE AND PROTECTIVE COVERS AND CASES FOR PORTABLE ELECTRONIC DEVICES, NAMELY, PERSONAL ELECTRONIC DEVICES, CELL PHONES, MOBILE PHONES, TELEPHONES, COMPUTERS, LAPTOP COMPUTERS, TABLET COMPUTERS, NOTEBOOK COMPUTERS, MP3 PLAYERS, PORTABLE MUSIC PLAYERS, PERSONAL DIGITAL ASSISTANTS, ELECTRONIC READING DEVICES, DIGITAL CAMERAS, AND CAMERAS; EYEWEAR. FIRST USE: 19840000. FIRST USE IN COMMERCE: 19840000
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85216171
Filing Date	January 12, 2011
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	May 24, 2011
Registration Number	4210798
International Registration Number	1086568; 1086568A; 1086568B; 1086568C
Registration Date	September 18, 2012
Owner	(REGISTRANT) Guess? IP Holder L.P. Guess? Licensing, Inc., a Delaware corporation LIMITED PARTNERSHIP DELAWARE 1444 South Alameda Street Los Angeles CALIFORNIA 90021

Attorney of Record Michael J. MacDermott
Prior Registrations 1704002;2308468;3573181;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
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