

ESTTA Tracking number: **ESTTA1013811**

Filing date: **11/06/2019**

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 party opposes registration of the indicated application.

Opposer Information

| | |
|---------------------------------------|--|
| Name | Guess? IP Holder L.P. |
| Granted to Date of previous extension | 11/06/2019 |
| Address | 1444 S. 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 626-795-9900 |
|----------------------|---|

Applicant Information

| | | | |
|------------------------|--|------------------------|------------|
| Application No | 88352959 | Publication date | 07/09/2019 |
| Opposition Filing Date | 11/06/2019 | Opposition Period Ends | 11/06/2019 |
| Applicant | Gabriel Vincent Dupree 8835 Hines Road Disputanta, VA 23842 UNITED STATES | | |

Goods/Services Affected by Opposition


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|--|
| Class 025. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Hats; Shoes; Sweat shirts; Bomber jackets; Graphic T-shirts; Hooded sweat shirts; Long-sleeved shirts; Short-sleeve shirts; Tee shirts; Track jackets |
|--|

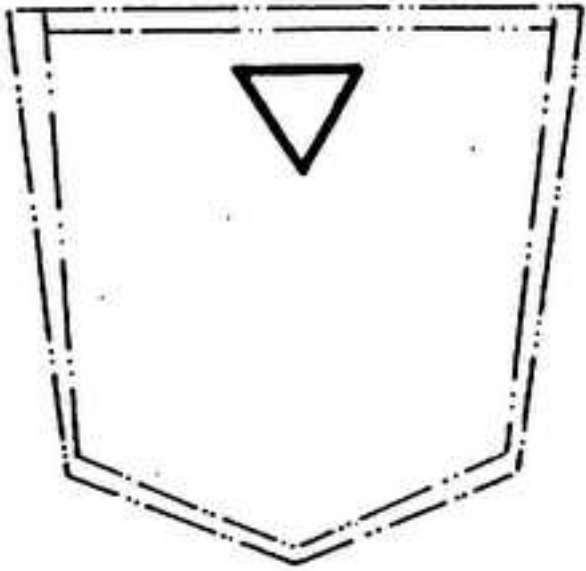
Grounds for Opposition

| | |
|--------------------------------------|----------------------------|
| Priority and likelihood of confusion | Trademark Act Section 2(d) |
|--------------------------------------|----------------------------|

Marks Cited by Opposer as Basis for Opposition

| | | | |
|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 2632268 | Application Date | 08/12/1999 |
| Registration Date | 10/08/2002 | Foreign Priority Date | NONE |

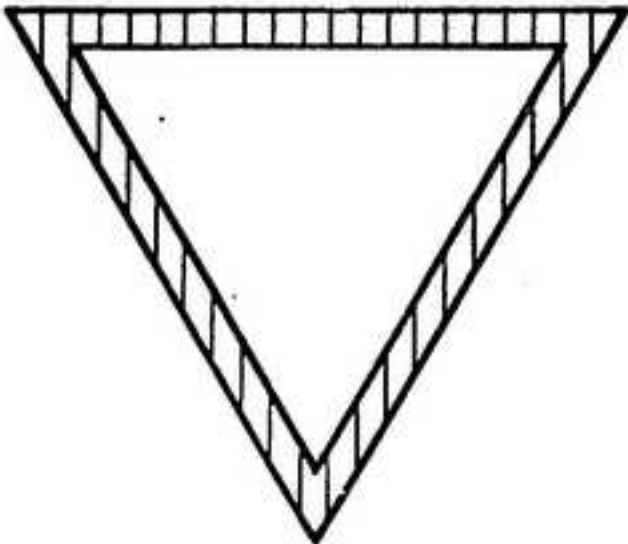
| | |
|---------------------|---|
| Word Mark | G |
| Design Mark |  |
| Description of Mark | NONE |
| Goods/Services | Class 025. First use: First Use: 2000/09/00 First Use In Commerce: 2000/09/00 APPAREL, NAMELY, T-SHIRTS, SHIRTS, PANTS, JEANS, SHORTS, OVER-ALLS, SWEATERS ANDJACKETS |

| | | | |
|-----------------------|--|-----------------------|------------|
| U.S. Registration No. | 2306943 | Application Date | 01/15/1998 |
| Registration Date | 01/11/2000 | Foreign Priority Date | NONE |
| Word Mark | NONE | | |
| Design Mark |  | | |
| Description of | The mark consists of a triangle positioned on the rear pocket of the goods | | |

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|----------------|--|
| Mark | |
| Goods/Services | Class 025. First use: First Use: 1981/00/00 First Use In Commerce: 1981/00/00 clothing, namely, bottoms, jeans, trousers, sweatpants, pants, jumpsuits, overalls, shortalls, shorts and skirts |

| | | | |
|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 2322937 | Application Date | 02/13/1998 |
| Registration Date | 02/29/2000 | Foreign Priority Date | NONE |

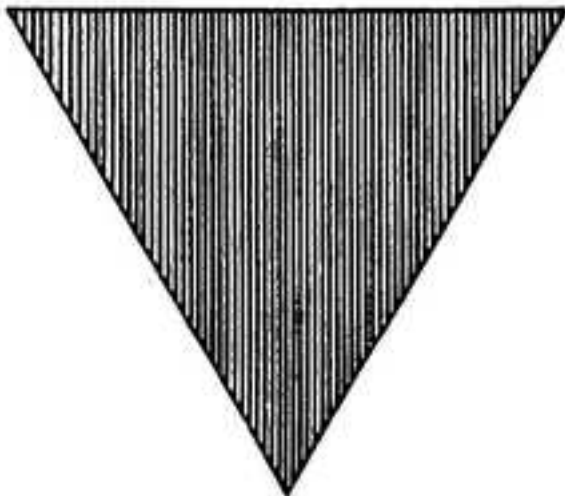
| | |
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| Word Mark | NONE |
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| Design Mark |  |
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| Description of Mark | NONE |
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| Goods/Services | <p>Class 009. First use: First Use: 1984/00/00 First Use In Commerce: 1984/00/00 EYEWEAR, NAMELY, EYEGLASSES, SUNGLASSES, EYEGLASS CASES, EYEGLASS POUCHES, EYEGLASS FRAMES AND EYEGLASS CHAINS</p> <p>Class 014. First use: First Use: 1984/00/00 First Use In Commerce: 1984/00/00 WATCHES, CLOCKS, JEWELRY, CUFF-LINKS AND TIE CLIPS</p> <p>Class 018. First use: First Use: 1988/00/00 First Use In Commerce: 1988/00/00 BACKPACKS, HANDBAGS, SMALL LEATHER GOODS, NAMELY, WALLETS, TRI-FOLD WALLETS, HIP FOLD WALLETS, CREDIT CARD CASES, CREDIT CARD/MONEY FOLDING WALLETS, KEY CASES, TRAVEL BAG FOR TOILETRIES, LUGGAGE, PURSES, COIN PURSES, COSMETIC CASES, TOTES, CARRY-ON TOTES, BRIEFCASES, TOTE BAGS, BOOK BAGS, TRAVEL BAGS, DUFFEL BAGS, AND CLOTH SHIPPING BAGS</p> <p>Class 025. First use: First Use: 1981/00/00 First Use In Commerce: 1981/00/00 APPAREL, NAMELY, BANDANNAS, BASEBALL CAPS, BELTS, BLOUSES, BODYSUITS, BOOTIES, BOXER SHORTS, BRAS, BUSTIERS, CAMISOLES, CAPS, CARDIGANS, CLOTH BIBS, CLOTH CAPS, CREW SHIRTS, CROP TOPS, DRESSES, FOOTWEAR, HALTERS, HOODED COVER UPS, HOODED SHIRTS, HOODED JUMPERS, JACKETS, JEANS, JUMPER DRESSES, JUMPERS, JUMPSUITS, LEGGINGS, LEOTARDS, MEN'S BRIEFS, MINISKIRTS, ONE-PIECE UNDERWEAR SUITS, OVERALL PLAY-</p> |
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| | SUITS, OVERALLS, PANTIES, PANTS, PANTSUITS, POLO SHIRTS, PULL-OVERS, ROBES, ROMPERS, SHIRTS, SHORTALLS, SHORT SETS, SHORTS, SKIRTS, SKORTS, SLEEPERS, SOCKS, SPORT SHIRTS, STRETCH PANTS, STRETCH TOPS, SUSPENDERS, SWEATERS, SWEAT-PANTS, SWEATSHIRTS, SWEATSUITS, SWIMWEAR, SWIMWEAR COVER-UPS, TANK TOPS, TAP PANTS, TEDDIES, TIGHTS, T-SHIRTS, TURTLE-NECKS, UNDERSHIRTS, UNDERWEAR AND VESTS |
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|-----------------------|---|-----------------------|------------|
| U.S. Registration No. | 3046488 | Application Date | 08/30/1999 |
| Registration Date | 01/17/2006 | Foreign Priority Date | NONE |
| Word Mark | NONE | | |
| Design Mark |  | | |
| Description of Mark | NONE | | |
| Goods/Services | Class 025. First use: First Use: 2003/07/00 First Use In Commerce: 2003/07/00 MEN'S, WOMEN'S, BOYS', GIRLS', CHILDREN'S AND INFANT'S APPAREL, NAMELY, UNDERWEAR, FOOTWEAR, SWIMWEAR, CAPS, HEADWEAR, ROBES, PAJAMAS, HOSIERY, GLOVES, BELTS, NECKTIES, 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; WOMEN'S PANTIES, BRAS, TANK TOPS, CROP TOPS, BUSTIERS, CAMISOLES, TAP PANTS, TEDDIES; MEN'S BRIEFS AND BOXER SHORTS | | |

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|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 1271896 | Application Date | 06/14/1982 |
| Registration Date | 03/27/1984 | Foreign Priority Date | NONE |
| Word Mark | GUESS ? | | |


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|---------------------|---|
| Design Mark |  |
| Description of Mark | The mark consists of the term Guess ? inscribed within an inverted triangle. |
| Goods/Services | Class 025. First use: First Use: 1981/11/00 First Use In Commerce: 1981/11/00 MEN'S AND WOMEN'S PANTS AND JUMPSUITS, AND WOMEN'S BLOUSES, SKIRTS, SHORTS, VESTS, JACKETS AND DRESSES |

| | | | |
|-----------------------|--|-----------------------|------------|
| U.S. Registration No. | 3435603 | Application Date | 09/27/2007 |
| Registration Date | 05/27/2008 | Foreign Priority Date | NONE |
| Word Mark | ? | | |
| Design Mark |  | | |
| Description of | The mark consists of a question mark within an inverted triangle. | | |

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|----------------|--|
| Mark | |
| Goods/Services | Class 025. First use: First Use: 1983/12/00 First Use In Commerce: 1983/12/00 Jeans; Pants; Jackets; Vests; Skirts; Overalls; Shortalls; Shorts; Dresses |

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|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 2133686 | Application Date | 10/24/1995 |
| Registration Date | 02/03/1998 | Foreign Priority Date | NONE |

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|-----------|------|
| Word Mark | NONE |
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|-------------|--|
| Design Mark |  |
|-------------|--|


| | |
|---------------------|------|
| Description of Mark | NONE |
|---------------------|------|


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|----------------|---|
| Goods/Services | Class 025. First use: First Use: 1981/00/00 First Use In Commerce: 1981/00/00 clothing, namely, pants, jumpsuits, overalls, shorts, skirts, shirts, T-shirts, halter tops, crew shirts, jerseys, blouses, vests, jackets, dresses, [windsuits,] footwear, belts, ties, suspenders, underwear, bras, tank tops, [leotards,] leggings, socks, coats, sweaters, sweatshirts, sweatpants, swimwear, and baseball caps |
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| | | | |
|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 5223412 | Application Date | 02/04/2013 |
| Registration Date | 06/13/2017 | Foreign Priority Date | NONE |

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| Word Mark | NONE |
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|-----------------------|---|-----------------------|------------|
| Design Mark |  | | |
| Description of Mark | The mark consists of an inverted equilateral triangle composed of rhinestones. | | |
| Goods/Services | <p>Class 009. First use: First Use: 2016/01/00 First Use In Commerce: 2016/01/00 Decorative and protective covers and cases for portable electronic devices, namely, cell phones, mobile phones, telephones, computers, laptop computers, tabletcomputers, notebook computers, mp3 players, portable music players, personal digital assistants, electronic reading devices, digital cameras, and cameras excluding cases and covers for handheld videogames and electronic gaming apparatus; Eyewear</p> <p>Class 014. First use: First Use: 2014/10/00 First Use In Commerce: 2014/10/00 JEWELRY AND WATCHES, CHRONOMETRIC INSTRUMENTS</p> <p>Class 025. First use: First Use: 2009/02/00 First Use In Commerce: 2009/02/00 MEN'S, WOMEN'S, BOYS', GIRLS', AND INFANTS' APPAREL, NAMELY, UNDERWEAR, FOOTWEAR, SWIMWEAR, CAPS, HEADWEAR, PAJAMAS, HO-SIERY, GLOVES, BELTS, SOCKS, SHORTS, T-SHIRTS, SWEATPANTS, SWEATSHIRTS, KNIT TOPS, SKIRTS, PANTS, TROUSERS, SHORTS, SWEATERS, JEANS, DUNGAREES, VESTS, COATS, JACKETS, DRESSES, SCARVES, BLOUSES, CARDIGANS, GOWNS, GOLF SHIRTS, JOGGING SUITS, TURTLENECKS, POLO SHIRTS; WOMEN'S PANTIES, BRAS, LINGERIE, TANK TOPS, CROP TOPS, BUSTIERS, CAMISOLES, TAP PANTS, ROMPERSAND TEDDIES; INFANTS' COVERALLS</p> | | |
| U.S. Registration No. | 5370239 | Application Date | 05/16/2012 |
| Registration Date | 01/02/2018 | Foreign Priority Date | NONE |
| Word Mark | NONE | | |

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|-----------------------|---|-----------------------|------------|
| Design Mark |  | | |
| Description of Mark | The mark consists of an inverted equilateral triangle with an ordered array of rhinestones within. The number of rhinestones in the array may vary. | | |
| Goods/Services | <p>Class 014. First use: First Use: 2015/10/00 First Use In Commerce: 2015/10/00 JEWELRY AND WATCHES, CHRONOMETRIC INSTRUMENTS</p> <p>Class 018. First use: First Use: 2015/11/00 First Use In Commerce: 2015/11/00 WALLETS, HANDBAGS, LUGGAGE, KEY CASES, BUSINESS CARD CASES, WALLETS FOR PASSPORT, PURSES, BACKPACKS, CARRY ALL BAGS, AND BRIEFCASES</p> <p>Class 025. First use: First Use: 2010/07/00 First Use In Commerce: 2010/07/00 Men's, women's, boys', girls', and infants' apparel, namely, underwear, footwear, swimwear, caps, headwear, robes, sleep wear, pajamas, hosiery, gloves, suspenders, belts, neckties, undershirts, socks, shorts, t-shirts, sweatpants, sweat-shirts, knit tops, skirts, pants, trousers, shorts, sweaters, jeans, dungarees, vests, coats, jackets, overalls, blazers, dresses, scarves, blouses, cardigans, gowns, golf shirts, jogging suits, turtlenecks, suits and polo shirts; women's panties, bras, lingerie, tank tops, crop tops, bustiers, camisoles, tap pants, rompers and teddies; men's briefs and boxer shorts; infants' coveralls</p> | | |
| U.S. Registration No. | 1858982 | Application Date | 04/30/1993 |
| Registration Date | 10/18/1994 | Foreign Priority Date | NONE |
| Word Mark | ? | | |

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|---------------------|--|
| Design Mark |  |
| Description of Mark | NONE |
| Goods/Services | Class 042. First use: First Use: 1989/00/00 First Use In Commerce: 1989/00/00 retail store services in the field of apparel and personal accessories |

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|-------------|--|
| Attachments | 75774414#TMSN.png(bytes) 75418506#TMSN.png(bytes) 75434561#TMSN.png(bytes) 75788249#TMSN.png(bytes) 73369608#TMSN.png(bytes) 77290845#TMSN.png(bytes) 75009861#TMSN.png(bytes) 85984276#TMSN.png(bytes) 85627442#TMSN.png(bytes) 74384739#TMSN.png(bytes) Notice of Opposition.pdf(2012745 bytes) |
|-------------|--|

| | |
|-----------|-------------------------|
| Signature | /Michael J. MacDermott/ |
| Name | MICHAEL J. MACDERMOTT |
| Date | 11/06/2019 |

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

In the matter of trademark application **Serial No. 88/352,959**
For the mark Inverted Triangle Design
Published in the Trademark *Official Gazette* on July 9, 2019

| | | |
|------------------------|------------|----------------------|
| Guess? IP Holder L.P. | Opposer, | Opposition No. |
| v. | | NOTICE OF OPPOSITION |
| Gabriel Vincent Dupree | Applicant. | |

Guess? IP Holder L.P., a Delaware limited partnership, whose sole general partner is Guess? IP GP LLC, a Delaware limited liability company, and whose address is 1444 South Alameda Street, Los Angeles, California 90021, believes that it will be damaged by registration of the Inverted Triangle Design mark shown in application Serial No. 88/352,959 in International Class 25 and hereby opposes its registration.

As grounds for opposition, Opposer alleges that:

1. For many years, Opposer, through its predecessors and related companies (hereinafter collectively "Opposer"), has been continuously engaged in the manufacture and sale of a wide variety of apparel and other fashion products as well as the retailing of same via its stores and e-commerce sites.

2. Since long prior to Applicant's filing date, Opposer has continuously and extensively used in commerce various triangle marks, primarily incorporating an inverted triangle design, in connection with apparel and other fashion products and the retailing of same

via retail stores and e-commerce websites (hereinafter the "Guess Inverted Triangle Design Marks").

1. Opposer Guess? IP Holder L.P. is the owner of Registration No. 2632268, issued October 8, 2002 on the Principal Register of an inverted Triangle Design mark for a variety of clothing 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 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.

2. Opposer Guess? IP Holder L.P. is the owner of Registration No. 2306943, issued January 11, 2000 on the Principal Register of an inverted Triangle Design mark for a variety of clothing 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 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.

3. Opposer Guess? IP Holder L.P. is the owner of Registration No. 2322937, issued February 29, 2000 on the Principal Register of an inverted Triangle Design mark for a variety of apparel and fashion goods in Classes 9, 14, 18 and 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 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.

4. Opposer Guess? IP Holder L.P. is the owner of Registration No. 3046488, issued January 17, 2006 on the Principal Register of an inverted Triangle Design mark for a variety of apparel 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.

5. Opposer Guess? IP Holder L.P. is the owner of Registration No. 1271896, issued March 27, 1984 on the Principal Register of the mark GUESS? and Inverted Triangle Design for a variety of apparel 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 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.

6. Opposer Guess? IP Holder L.P. is the owner of Registration No. 3435603, issued May 27, 2008 on the Principal Register of the mark Question Mark and Inverted Triangle Design for a variety of apparel 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 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.

7. Opposer Guess? IP Holder L.P. is the owner of Registration No. 2133686, issued February 3, 1998 on the Principal Register of the mark Question Mark and Inverted Triangle Design for a variety of apparel 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 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.

8. Opposer Guess? IP Holder L.P. is the owner of Registration No. 5223412, issued June 13, 2017 on the Principal Register of an inverted Triangle Design mark for a variety of apparel and fashion goods in Classes 9, 14 and 25. Said registration is valid and subsisting.

Attached hereto as Exhibit 8, 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 Registration No. 5370239, issued January 2, 2018 on the Principal Register of an inverted Triangle Design mark for a variety of apparel and fashion goods in Classes 14, 18 and 25. Said registration is valid and subsisting. Attached hereto as Exhibit 9, 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. Opposer Guess? IP Holder L.P. is the owner of Registration No. 1858982, issued October 18, 1994 on the Principal Register of an inverted Triangle Design mark for retail store services in the field of apparel and personal accessories in Class 42. Said registration is valid and subsisting and has become incontestable under the provisions of Section 15 of the Trademark Act. Attached hereto as Exhibit 10, 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.

11. Through the widespread use and promotion of its Guess Inverted Triangle Design Marks over a long period of time and by virtue of the quality of goods and services sold and rendered in connection with said marks, Opposer has built up a valuable goodwill and reputation in connection with said marks, which would be jeopardized by Applicant's use and registration of his Inverted Triangle Design.

12. Applicant's goods for which he seeks to register the Inverted Triangle Design mark are identical or closely related to the goods and services sold and rendered by Opposer under its Guess Inverted Triangle Design Marks.

13. Applicant's Inverted Triangle Design mark so resembles Opposer's Guess Inverted Triangle Design Marks, previously used in commerce and/or registered by Opposer and not

Docket No. 405063- 04032

abandoned, as to be likely, when applied to the goods of Applicant, to cause confusion or to cause mistake or to deceive.

WHEREFORE, Opposer prays that this Opposition be sustained and that application Serial No. **88/352,959** be refused.

Respectfully submitted,

LEWIS ROCA ROTHGERBER CHRISTIE LLP

Date November 5, 2019

By



Michael J. MacDermott

Attorney for Opposer

P.O. Box 29001

Glendale, California 91209-9001

626/795-9900

RWO 109674387.1-*~11/05/2019 4:52 PM

EXHIBIT 1



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| | |
|---------------------------------|--|
| Word Mark | G |
| Goods and Services | IC 025. US 022 039. G & S: APPAREL, NAMELY, T-SHIRTS, SHIRTS, PANTS, JEANS, SHORTS, OVERALLS, SWEATERS AND JACKETS. FIRST USE: 20000900. FIRST USE IN COMMERCE: 20000900 |
| Mark Drawing Code | (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS |
| Design Search Code | 26.05.21 - Triangles that are completely or partially shaded |
| Serial Number | 75774414 |
| Filing Date | August 12, 1999 |
| Current Basis | 1A |
| Original Filing Basis | 1B |
| Published for Opposition | July 17, 2001 |
| Registration Number | 2632268 |
| Registration Date | October 8, 2002 |
| Owner | (REGISTRANT) Guess?, Inc. CORPORATION DELAWARE 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 |

| | |
|----------------------------|--|
| Type of Mark | TRADEMARK |
| Register | PRINCIPAL |
| Affidavit Text | SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20121020. |
| Renewal | 1ST RENEWAL 20121020 |
| Live/Dead Indicator | LIVE |

| | | | | | | | |
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EXHIBIT 2



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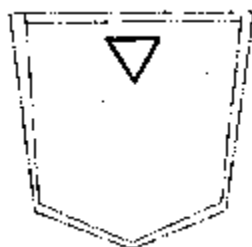
Record 1 out of 1

[TSDR](#)

[Available Status](#)

[Unfiled Status](#)

(Use the "Back" button of the Internet Browser to return to TESS)



Goods and Services IC 025. US 022 039. G & S: clothing, namely, bottoms, jeans, trousers, sweatpants, pants, jumpsuits, overalls, shortalls, shorts and skirts. FIRST USE: 19810000. FIRST USE IN COMMERCE: 19810000

Mark Drawing Code (2) DESIGN ONLY

Design Search Code 09.03.16 - Collars (clothing); Cuffs (clothing); Embroidery on clothing pockets; Pockets; Pockets, clothing with embroidery or stitching; Sleeves (clothing); Stitching on clothing pockets; Waistband (clothing)

Serial Number 75418506

Filing Date January 15, 1998

Current Basis 1A

Original Filing Basis 1A

Published for Opposition October 19, 1999

Registration Number 2306943

International Registration Number 1219055; 1219055A

Registration Date January 11, 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

Prior Registrations 1271896;1695617;AND OTHERS

Description of Mark The mark consists of a triangle positioned on the rear pocket of the goods

Type of Mark TRADEMARK
Register PRINCIPAL-2(F)
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20100112.
Renewal 1ST RENEWAL 20100112
Live/Dead Indicator LIVE

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EXHIBIT 3



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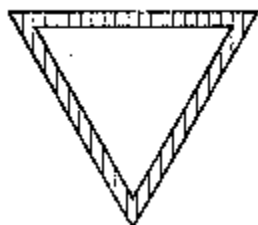
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Goods and Services

IC 009. US 021 023 026 036 038. G & S: EYEWEAR, NAMELY, EYEGLASSES, SUNGLASSES, EYEGLASS CASES, EYEGLASS POUCHES, EYEGLASS FRAMES AND EYEGLASS CHAINS. FIRST USE: 19840000. FIRST USE IN COMMERCE: 19840000

IC 014. US 002 027 028 050. G & S: WATCHES, CLOCKS, JEWELRY, CUFF-LINKS AND TIE CLIPS. FIRST USE: 19840000. FIRST USE IN COMMERCE: 19840000

IC 018. US 001 002 003 022 041. G & S: BACKPACKS, HANDBAGS, SMALL LEATHER GOODS, NAMELY, WALLETS, TRI-FOLD WALLETS, HIP FOLD WALLETS, CREDIT CARD CASES, CREDIT CARD/MONEY FOLDING WALLETS, KEY CASES, TRAVEL BAG FOR TOILETRIES, LUGGAGE, PURSES, COIN PURSES, COSMETIC CASES, TOTES, CARRY-ON TOTES, BRIEFCASES, TOTE BAGS, BOOK BAGS, TRAVEL BAGS, DUFFEL BAGS, AND CLOTH SHIPPING BAGS. FIRST USE: 19880000. FIRST USE IN COMMERCE: 19880000

IC 025. US 022 039. G & S: APPAREL, NAMELY, BANDANNAS, BASEBALL CAPS, BELTS, BLOUSES, BODYSUITS, BOOTIES, BOXER SHORTS, BRAS, BUSTIERS, CAMISOLES, CAPS, CARDIGANS, CLOTH BIBS, CLOTH CAPS, CREW SHIRTS, CROP TOPS, DRESSES, FOOTWEAR, HALTERS, HOODED COVER UPS, HOODED SHIRTS, HOODED JUMPERS, JACKETS, JEANS, JUMPER DRESSES, JUMPERS, JUMPSUITS, LEGGINGS, LEOTARDS, MEN'S BRIEFS, MINISKIRTS, ONE-PIECE UNDERWEAR SUITS, OVERALL PLAYSUITS, OVERALLS, PANTIES, PANTS, PANTSUITS, POLO SHIRTS, PULL-OVERS, ROBES, ROMPERS, SHIRTS, SHORTALLS, SHORT SETS, SHORTS, SKIRTS, SKORTS, SLEEPERS, SOCKS, SPORT SHIRTS, STRETCH PANTS, STRETCH TOPS, SUSPENDERS, SWEATERS, SWEATPANTS, SWEATSHIRTS, SWEATSUITS, SWIMWEAR, SWIMWEAR COVER-UPS, TANK TOPS, TAP PANTS, TEDDIES, TIGHTS, T-SHIRTS, TURTLENECKS, UNDERSHIRTS, UNDERWEAR AND VESTS. FIRST USE: 19810000. FIRST USE IN COMMERCE: 19810000

Mark Drawing Code

(2) DESIGN ONLY

Design

26.05.20 - Triangles inside one another

Search Code

26.05.21 - Triangles that are completely or partially shaded

Serial Number 75434561
Filing Date February 13, 1998
Current Basis 1A
Original Filing Basis 1A
Published for Opposition December 7, 1999
Registration Number **2322937**
Registration Date February 29, 2000
Owner (REGISTRANT) Guess?, Inc. CORPORATION DELAWARE 1444 S. Alameda Street Los Angeles CALIFORNIA 90021
(LAST LISTED OWNER) GUESS?IP HOLDER L.P. GUESS?LICENSING, INC. LIMITED PARTNERSHIP DELAWARE 1444 S. ALAMEDA ST LOS ANGELES CALIFORNIA 90021
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record MICHAEL J. MACDERMOTT
Prior Registrations 1271896;1695617;1787695;AND OTHERS
Description of Mark The drawing is lined for the color red.
Type of Mark TRADEMARK
Register PRINCIPAL-2(F)
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20100303.
Renewal 1ST RENEWAL 20100303
Live/Dead Indicator LIVE

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Goods and Services

IC 025. US 022 039. G & S: MEN'S, WOMEN'S, BOYS', GIRLS', CHILDREN'S AND INFANT'S APPAREL, NAMELY, UNDERWEAR, FOOTWEAR, SWIMWEAR, CAPS, HEADWEAR, ROBES, PAJAMAS, HOSIERY, GLOVES, BELTS, NECKTIES, 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; WOMEN'S PANTIES, BRAS, TANK TOPS, CROP TOPS, BUSTIERS, CAMISOLES, TAP PANTS, TEDDIES; MEN'S BRIEFS AND BOXER SHORTS. FIRST USE: 20030700. FIRST USE IN COMMERCE: 20030700

Mark Drawing Code

(2) DESIGN ONLY

Design Search Code

26.05.21 - Triangles that are completely or partially shaded

Serial Number

75788249

Filing Date

August 30, 1999

Current Basis

1A

Original Filing Basis

1B

Published for Opposition

December 5, 2000

Registration Number

3046488

Registration Date

January 17, 2006

Owner

(REGISTRANT) Guess? IP Holder L.P. GUESS? LICENSING, INC, Delaware corporation LIMITED PARTNERSHIP DELAWARE 1444 South Alameda Street Los Angeles CALIFORNIA 90021

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Michael J MacDermott

Description of Mark Color is not claimed as a feature of the mark. The drawing is lined for the color red and color is a feature of the mark.

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20160321.

Renewal 1ST RENEWAL 20160321

Live/Dead Indicator LIVE

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| | |
|---------------------------------|--|
| Word Mark | GUESS ? |
| Goods and Services | IC 025. US 022 039. G & S: MEN'S AND WOMEN'S PANTS AND JUMPSUITS, AND WOMEN'S BLOUSES, SKIRTS, SHORTS, VESTS, JACKETS AND DRESSES. FIRST USE: 19811100. FIRST USE IN COMMERCE: 19811100 |
| 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 | 73369608 |
| Filing Date | June 14, 1982 |
| Current Basis | 1A |
| Original Filing Basis | 1A |
| Published for Opposition | May 17, 1983 |
| Registration Number | 1271896 |
| Registration Date | March 27, 1984 |
| Owner | (REGISTRANT) GUESS ?, INC. CORPORATION CALIFORNIA 771 E. 9TH ST. LOS ANGELES CALIFORNIA 90021 (LAST LISTED OWNER) GUESS? IP HOLDER L.P. general partner, 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**Description of
Mark** The mark consists of the term Guess ? inscribed within an inverted triangle.**Type of Mark** TRADEMARK**Register** PRINCIPAL**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20140330.**Renewal** 2ND RENEWAL 20140330**Live/Dead
Indicator** LIVE

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| | |
|--|---|
| Word Mark | ? |
| Goods and Services | IC 025. US 022 039. G & S: Jeans; Pants; Jackets; Vests; Skirts; Overalls; Shortalls; Shorts; Dresses. FIRST USE: 19831200. FIRST USE IN COMMERCE: 19831200 |
| 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 |
| Trademark Search Facility Classification Code | NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks SHAPES-CIRCLE Circle figures or designs including semi-circles and incomplete circles SHAPES-TRIANGLES Triangular shaped designs and marks including incomplete triangles |
| Serial Number | 77290845 |
| Filing Date | September 27, 2007 |
| Current Basis | 1A |
| Original Filing Basis | 1A |
| Published for Opposition | March 11, 2008 |
| Change In Registration | CHANGE IN REGISTRATION HAS OCCURRED |
| Registration Number | 3435603 |
| Registration Date | May 27, 2008 |
| 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 | 1762986;1918025;AND OTHERS |
| Description of Mark | Color is not claimed as a feature of the mark. The mark consists of a question mark within an inverted triangle. |
| Type of Mark | TRADEMARK |
| Register | PRINCIPAL |
| Affidavit Text | SECT 15. SECT 8 (6-YR). |
| Live/Dead Indicator | LIVE |

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Goods and Services

IC 025. US 022 039. G & S: clothing, namely, pants, jumpsuits, overalls, shorts, skirts, shirts, T-shirts, halter tops, crew shirts, jerseys, blouses, vests, jackets, dresses, [windsuits,] footwear, belts, ties, suspenders, underwear, bras, tank tops, [leotards,] leggings, socks, coats, sweaters, sweatshirts, sweatpants, swimwear, and baseball caps. FIRST USE: 19810000. FIRST USE IN COMMERCE: 19810000

Mark Drawing Code

(2) DESIGN ONLY

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 75009861

Filing Date October 24, 1995

Current Basis 1A

Original Filing Basis 1A

Published for Opposition November 11, 1997

Registration Number 2133686

Registration Date February 3, 1998

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. LIMITED PARTNERSHIP DELAWARE 1444 South Alameda Street Los Angeles CALIFORNIA 90021

Assignment Recorded

ASSIGNMENT RECORDED

Attorney of Record MICHAEL J MACDERMOTT
Prior Registrations 1681261;1762986;1858982
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080204.
Renewal 1ST RENEWAL 20080204
Live/Dead Indicator LIVE

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Available Statuses

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Goods and Services

IC 009. US 021 023 026 036 038. G & S: Decorative and protective covers and cases for portable electronic devices, namely, 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 excluding cases and covers for handheld video games and electronic gaming apparatus; Eyewear. FIRST USE: 20160100. FIRST USE IN COMMERCE: 20160100

IC 014. US 002 027 028 050. G & S: JEWELRY AND WATCHES, CHRONOMETRIC INSTRUMENTS. FIRST USE: 20141000. FIRST USE IN COMMERCE: 20141000

IC 025. US 022 039. G & S: MEN'S, WOMEN'S, BOYS', GIRLS', AND INFANTS' APPAREL, NAMELY, UNDERWEAR, FOOTWEAR, SWIMWEAR, CAPS, HEADWEAR, PAJAMAS, HOSIERY, GLOVES, BELTS, SOCKS, SHORTS, T-SHIRTS, SWEATPANTS, SWEATSHIRTS, KNIT TOPS, SKIRTS, PANTS, TROUSERS, SHORTS, SWEATERS, JEANS, DUNGAREES, VESTS, COATS, JACKETS, DRESSES, SCARVES, BLOUSES, CARDIGANS, GOWNS, GOLF SHIRTS, JOGGING SUITS, TURTLENECKS, POLO SHIRTS; WOMEN'S PANTIES, BRAS, LINGERIE, TANK TOPS, CROP TOPS, BUSTIERS, CAMISOLES, TAP PANTS, ROMPERS AND TEDDIES; INFANTS' COVERALLS. FIRST USE: 20090200. FIRST USE IN COMMERCE: 20090200

Mark Drawing Code

(2) DESIGN ONLY

Design

17.03.01 - Diamonds, jewelry; Nuggets of precious metals; Stones, gems

Search Code

26.01.31 - Circles - five or more; Five or more circles

26.05.05 - Triangles made of broken or dotted lines

26.05.09 - Triangles made of geometric figures, objects, humans, plants or animals

Serial Number

85984276

Filing Date

February 4, 2013
1A

**Current
Basis****Original
Filing Basis** 1B**Published for
Opposition** January 20, 2015**Registration
Number** 5223412**Registration
Date** June 13, 2017**Owner** (REGISTRANT) Guess?, Inc. CORPORATION DELAWARE 1444 South Alameda Street Los Angeles CALIFORNIA 90021**Attorney of
Record** Michael J. MacDermott**Description
of Mark** Color is not claimed as a feature of the mark. The mark consists of an inverted equilateral triangle composed of rhinestones.**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead
Indicator** LIVE

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Goods and Services

IC 014. US 002 027 028 050. G & S: JEWELRY AND WATCHES, CHRONOMETRIC INSTRUMENTS. FIRST USE: 20151000. FIRST USE IN COMMERCE: 20151000

IC 018. US 001 002 003 022 041. G & S: WALLET, HANDBAGS, LUGGAGE, KEY CASES, BUSINESS CARD CASES, WALLET FOR PASSPORT, PURSES, BACKPACKS, CARRY ALL BAGS, AND BRIEFCASES. FIRST USE: 20151100. FIRST USE IN COMMERCE: 20151100

IC 025. US 022 039. G & S: Men's, women's, boys', girls', and infants' apparel, namely, underwear, footwear, swimwear, caps, headwear, robes, sleep wear, pajamas, hosiery, gloves, suspenders, belts, neckties, undershirts, socks, shorts, t-shirts, sweatpants, sweatshirts, knit tops, skirts, pants, trousers, shorts, sweaters, jeans, dungarees, vests, coats, jackets, overalls, blazers, dresses, scarves, blouses, cardigans, gowns, golf shirts, jogging suits, turtlenecks, suits and polo shirts; women's panties, bras, lingerie, tank tops, crop tops, bustiers, camisoles, tap pants, rompers and teddies; men's briefs and boxer shorts; infants' coveralls. FIRST USE: 20100700. FIRST USE IN COMMERCE: 20100700

Mark Drawing Code

(2) DESIGN ONLY

Design Search Code

17.03.01 - Diamonds, jewelry; Nuggets of precious metals; Stones, gems
26.05.21 - Triangles that are completely or partially shaded

Serial Number 85627442

Filing Date May 16, 2012

Current Basis 1A

Original Filing Basis 1B

Published for Opposition November 26, 2013

Registration Number 5370239

**International
Registration
Number** 1143776

**Registration
Date** January 2, 2018

Owner (REGISTRANT) Guess? IP Holder L.P. Guess? Licensing, Inc., a corporation of Delaware.
LIMITED PARTNERSHIP DELAWARE 1444 South Alameda Street Los Angeles CALIFORNIA
90021

**Attorney of
Record** Michael J. MacDermott

**Prior
Registrations** 2322937;3046488;4725490

**Description of
Mark** Color is not claimed as a feature of the mark. The mark consists of an inverted equilateral triangle
with an ordered array of rhinestones within. The number of rhinestones in the array may vary.

Type of Mark TRADEMARK

Register PRINCIPAL

**Live/Dead
Indicator** LIVE

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| | |
|---------------------------------|--|
| Word Mark | ? |
| Goods and Services | IC 042. US 100 101. G & S: retail store services in the field of apparel and personal accessories. FIRST USE: 19890000. FIRST USE IN COMMERCE: 19890000 |
| 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 26.05.20 - Triangles inside one another |
| Serial Number | 74384739 |
| Filing Date | April 30, 1993 |
| Current Basis | 1A |
| Original Filing Basis | 1A |
| Published for Opposition | July 26, 1994 |
| Registration Number | 1858982 |
| Registration Date | October 18, 1994 |
| Owner | (REGISTRANT) Guess?, Inc. CORPORATION DELAWARE 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 1762986
Type of Mark SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20141011.
Renewal 2ND RENEWAL 20141011
Live/Dead Indicator LIVE

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