

ESTTA Tracking number: **ESTTA1037403**

Filing date: **02/20/2020**

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 Los Angeles, CA 91209-9001 UNITED STATES pto@lrrc.com 626-795-9900		
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Applicant Information

Application No	88657335	Publication date	01/21/2020
Opposition Filing Date	02/20/2020	Opposition Period Ends	02/20/2020
Applicant	JHO Intellectual Property Holdings, LLC 1600 North Park Drive Weston, FL 33326 UNITED STATES		

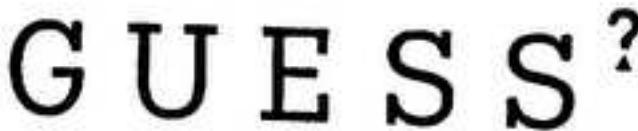
Goods/Services Affected by Opposition

Class 005. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Dietary supplement drink mixes; Dietary supplemental drinks; Dietary supplements; Dietary and nutritional supplements; Nutritional supplement energy bars; Nutritional supplements; Powdered nutritional supplement drink mix; Liquid nutritional supplement
Class 032. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Energy drinks; Isotonic drinks; Non-alcoholic drinks, namely, energy shots; Sports drinks

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 PROVIDING AN ON-LINE PHOTOGRAPHIC GALLERY</p>
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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			
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 Marks and Trade Name		
Goods/Services	marketing, manufacture, distribution and sale of a variety of consumer products and services including apparel, jewelry, watches, leather goods, eyewear, fragrances, stationery, bags, beverages, 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 consumer products, including service of food and beverages		

Attachments	75443708#TMSN.png(bytes) 75645430#TMSN.png(bytes) 75440869#TMSN.png(bytes) 85216171#TMSN.png(bytes) Notice of Opposition.pdf(3149793 bytes)
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Signature	/Michael J. MacDermott/
Name	MICHAEL J. MACDERMOTT
Date	02/20/2020

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

In the matter of trademark application **Serial No. 88/657,335**
For the mark GUESS
Published in the Trademark *Official Gazette* on January 21, 2020

Guess? IP Holder L.P. and Guess?, Inc.

Opposers,

v.

JHO Intellectual Property Holdings, LLC

Applicant.

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 GUESS shown in application Serial No. **88/657,335** in International Classes 5 and 32 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, distribution and sale of a wide variety of consumer products, including beverages. Opposers

have engaged in traditional and e-commerce marketing and Opposers are highly active in marketing via social media.

2. Since prior to Applicant's 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, distribution and sale of a variety of consumer products and services including apparel, jewelry, watches, leather goods, eyewear, fragrances, stationery, bags, beverages, retail store services and e-commerce. Attached hereto as Exhibit A is a photo of an exemplary bottle of GUESS brand water. Since prior to Applicant's priority date, Opposers have provided food and beverages at promotional events for the GUESS brand. Attached as Exhibit B is promotional material disseminated for such an event at Opposers' headquarters. Since prior to Applicant's 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 consumer products and services.

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. 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. 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. 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 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.

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 distributed and 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 Applicant's use and registration of the mark GUESS.

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

12. Applicant's mark GUESS 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 goods of Applicant, 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. Applicant has averred an intent to use the mark GUESS in connection with certain goods in the United States. Applicant's use of the mark GUESS for such goods would create a likelihood of dilution by blurring and dilution by tarnishment thereby impairing the distinctiveness of Opposers' famous GUESS Trade Name and Marks, and causing irreparable injury and damage to Opposers.


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

WHEREFORE, Opposers pray that this opposition be sustained and that registration of Application Serial No. **88/657,335** be refused.

Respectfully submitted,

LEWIS ROCA ROTHGERBER CHRISTIE LLP

Date: February 20, 2020

By 

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

EXHIBIT A

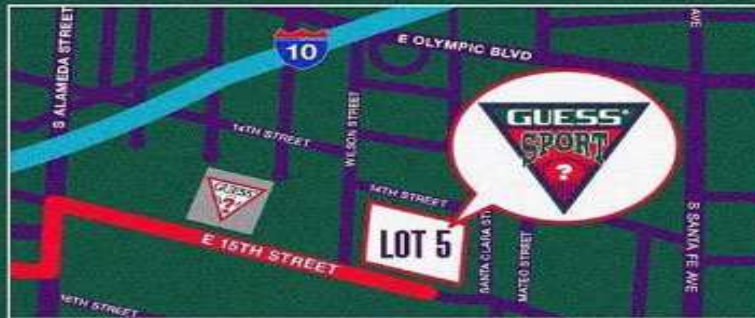


EXHIBIT B

GUESS[®] SPORT

8.24  8.25

LOT 5, LOS ANGELES



GUESS LOT 5
2001 E. 15TH STREET
LOS ANGELES, CA

PLEASURES

GUILLERMO ANDRADE

fontaine

BABYLON



ROKIT

CALI THORNHILL DEWITT



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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GUESS

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 SERVICE MARK

Mark**Register** PRINCIPAL**Affidavit
Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20100719.**Renewal** 1ST RENEWAL 20100719**Live/Dead
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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 Michael J. MacDermott

Record

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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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? IP GP LLC, a Delaware Limited Liability Company 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) 20171017.

Renewal 2ND RENEWAL 20171017

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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 8 (6-YR). SECTION 8(10-YR) 20170607.

Renewal 2ND RENEWAL 20170607

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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 glaze 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? IP GP LLC, a Delaware limited liability company 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

Affidavit Text SECT 15. SECT 8 (6-YR).

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