

ESTTA Tracking number: **ESTTA1083677**

Filing date: **09/22/2020**

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 party opposes registration of the indicated application.

Opposer Information

Name	Guess? IP Holder L.P.		
Entity	limited partnership	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 Primary Email: pto@lrrc.com 626-795-9900		
Docket Number	405063-04137		

Applicant Information

Application No.	88741498	Publication date	08/25/2020
Opposition Filing Date	09/22/2020	Opposition Period Ends	09/24/2020
Applicant	Ponderosa Enterprises LLC SUITE 109 1519 N MAIN STREET FLAGSTAFF, AZ 86004 UNITED STATES		

Goods/Services Affected by Opposition

Class 025. First Use: 2019/07/05 First Use In Commerce: 2019/07/05 All goods and services in the class are opposed, namely: Bottoms as clothing; Coats; Footwear; Headwear; Jackets; Scarves; Shirts; Tops as clothing; Underwear
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Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
No use of mark in commerce before application or amendment to allege use was filed	Trademark Act Sections 1(a) and (c)
The mark is not inherently distinctive and has not acquired distinctiveness	Trademark Act Sections 1, 2 and 45; and Section 2(f)
Other	The mark is ornamental and has not acquired distinctiveness.

Marks Cited by Opposer as Basis for Opposition

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 Mark	The mark consists of a triangle positioned on the rear pocket of the goods		
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
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 1984/00/00 First Use In Commerce: 1984/00/00 EYEWEAR, NAMELY, EYEGASSES, SUNGLASSES, EYEGASS CASES, EYEGASS POUCHES, EYEGASS FRAMES AND EYEGASS 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-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</p>		

U.S. Registration No.	1271896	Application Date	06/14/1982
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Registration Date	03/27/1984	Foreign Priority Date	NONE
Word Mark	GUESS ?		
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 Mark	The mark consists of a question mark within an inverted triangle.		
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		

U.S. Registration No.	2133686	Application Date	10/24/1995
Registration Date	02/03/1998	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
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		

U.S. Registration No.	1858982	Application Date	04/30/1993
Registration Date	10/18/1994	Foreign Priority Date	NONE
Word Mark	?		
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		

Attachments	Notice of Opposition.pdf(434539 bytes)
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Signature	/Michael J. MacDermott/
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Name	Michael J. MacDermott
Date	09/22/2020

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

In the matter of trademark application **Serial No. 88/741,498**
For the mark GV, etc. and Inverted Triangle Design
Published in the Trademark *Official Gazette* on August 25, 2020

Guess? IP Holder L.P.	
v.	Opposer,
Ponderosa Enterprises LLC	Applicant.

Opposition No.
NOTICE OF OPPOSITION

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 GV, etc. and Inverted Triangle Design mark shown in application Serial No. 88/741,498 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 priority 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").

3. 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 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 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 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 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 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 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 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 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 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 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 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. 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 its GV, etc. and Inverted Triangle Design.

10. Applicant's goods for which it seeks to register the GV, etc. and 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.

11. Applicant's GV, etc. and Inverted Triangle Design mark so resembles Opposer's Guess Inverted Triangle Design Marks, previously used in commerce and/or registered by Opposer and not abandoned, as to be likely, when applied to the goods of Applicant, to cause confusion or to cause mistake or to deceive. Applicant's mark incorporates the terms GRIME & VANITY displayed in a type size which is not legible to purchasers when and if the mark is used in a traditional trademark manner on labels or hangtags.

12. Opposer is informed and believes that Applicant did not make use of the GV, etc. and Inverted Triangle Design mark in commerce for all the goods in application Serial No. 88/741,498 prior to the filing date thereof.

13. Opposer is informed and believes that Applicant has use its alleged GV, etc. and Inverted Triangle Design mark solely in an ornamental fashion and the alleged mark thereby lacks distinctiveness.

14. Opposer will be damaged by the issuance to Applicant of a registration of the GV, etc. and Inverted Triangle Design mark for the goods set forth in Serial No. 88/741,498.

Docket No. 405063-04137

WHEREFORE, Opposer prays that this Opposition be sustained and that application Serial No. **88/741,498** be refused.

Respectfully submitted,

LEWIS ROCA ROTHGERBER CHRISTIE LLP

Date September 22, 2020

By Michael J. MacDermott/

Michael J. MacDermott

Attorney for Opposer

P.O. Box 29001

Glendale, California 91209-9001

626/795-9900

EXHIBIT 1



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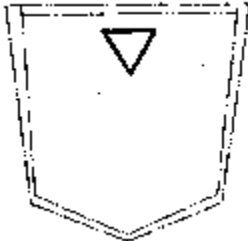
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Goods and Services IC 025. US 022 039. G & S: clothing, namely, bottoms, jeans, trousers, sweatpants, pants, jumpsuits, overalls, shortalls, shorts and skirts. FIRST USE: 19810000. FIRST USE IN COMMERCE: 19810000

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) 20200130.
Renewal 2ND RENEWAL 20200130
Live/Dead Indicator LIVE

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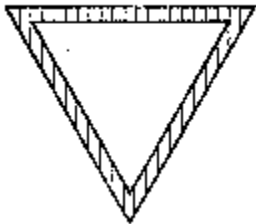
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Goods and Services

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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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). SECTION 8(10-YR) 20180228.

Renewal 1ST RENEWAL 20180228

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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? IP GP LLC, a Delaware limited liability company 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) 20171214.**Renewal** 2ND RENEWAL 20171214**Live/Dead
Indicator** LIVE

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EXHIBIT 6



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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
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