

03-26-2003

Form PTO-1594

(Rev. 10/02)

OMB No. 0651-0027 (exp. 6/30/2005)

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102400433

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Guess?, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other _____
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: March 14, 2003

2. Name and address of receiving party(ies)

Name: Guess? IP Holder L.P.

Internal

Address: _____

Street Address: 1444 South Alameda Street

City: Los Angeles State: CA Zip: 90021

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership Delaware
- Corporation-State _____
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 76/147771, 76/076175,
76/129611, 75/791702, 78/200868, 78/189265, 76/076855

B. Trademark Registration No.(s) 2187295, 2074857,
1989708, 2327663, 1717360, 2660265,

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Guess?, Inc.

Internal Address: _____

Street Address: 1444 South Alameda Street

City: Los Angeles State: CA Zip: 90021

6. Total number of applications and registrations involved: _____

81

7. Total fee (37 CFR 3.41).....\$ 2,040.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: _____

DO NOT USE THIS SPACE

9. Signature.

Deborah S. Siegel

Name of Person Signing

Deborah S. Siegel

Signature

March 14, 2003

Date

Total number of pages including cover sheet, attachments, and document: 15

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

03/25/2003 ECDUPER 00000182 7614771

01 FC:8521

40.00 DP

02 FC:8522

2000.00 DP

TRADEMARK
REEL: 002692 FRAME: 0694

Continuation of Item 4

Applications

76/333242

75/788249

Registrations

2423778

2215792

2607729

1704002

1433022

1437016

1765883

2370424

2214300

2077475

2137398

2022474

2185476

2185475

2029606

2112160

2102578

2001251

2191296

2086838

2013201

1974886

1889947

1458437

2115896

2202330

2334208

2075825

2197173

1299580

1427405

2139063

1458438

2308468

1712645

1435363

1271896

1465363

1546993

2333738

2380188

1978398

2139062

2051066

1722102

2306943

1445261

2001964

2506616

2113198

2219428

2406370

2180127

2112157

2180141

2577419

2322937

1695617

1737888

2632268

1918025

1762986

1858982

1681261

2133686

1940251

ASSIGNMENT OF TRADEMARKS

WHEREAS, Guess?, Inc., a Delaware corporation, located and doing business at 1444 S. Alameda Street, Los Angeles, California 90021, (hereinafter referred to as "ASSIGNOR"), is the owner of the trademarks and service marks listed in Exhibit A attached hereto and incorporated herein (the "TRADEMARKS"), and the United States registrations and applications therefor; and

WHEREAS, Guess? IP Holder L.P., a Delaware limited partnership, located and doing business at 1444 S. Alameda Street, Los Angeles, California 90021 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring all of the rights, title and interest of ASSIGNOR in, to and under the TRADEMARKS, together with the goodwill and the portion of the business associated with the TRADEMARKS.

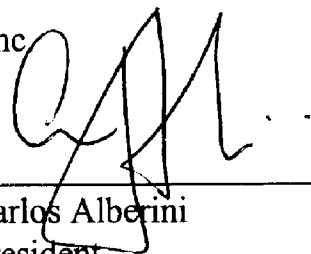
NOW, THEREFORE, in consideration of good and valuable consideration from ASSIGNEE to ASSIGNOR, the sufficiency and receipt of which is hereby acknowledged, ASSIGNOR hereby transfers and assigns to ASSIGNEE, the entire right, title and interest in and to the TRADEMARKS, together with the goodwill and the portion of the business associated with the TRADEMARKS and all trademark registrations and applications therefore.

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IN WITNESS WHEREOF, the parties have executed this instrument on this 14th day of

March, 2003.

Guess?, Inc

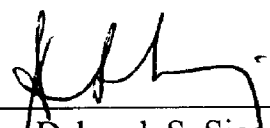


By: _____

Name: Carlos Alberini

Its: President

Guess? IP Holder L.P.



By: _____

Name: Deborah S. Siegel

Its: Secretary

**EXHIBIT A
THE TRADEMARKS**

| Country | Trademarks | Application or Registration Number |
|----------------|-----------------------------------|---|
| United States | "G" in Design | 76/147771 |
| United States | AMERICAN TRADITION GUESS | 2187295 |
| United States | BABY GUESS | 2074857 |
| United States | BABY GUESS | 1989708 |
| United States | BABY GUESS? AT HOME | 2327663 |
| United States | Backward BRAND G at Pocket | 76/076175 |
| United States | Black Top Bottle Configuration | 1717360 |
| United States | BRAND G in Design | 76/129611 |
| United States | BRAND G in Design | 2660265 |
| United States | G81 | 2423778 |
| United States | GC COLLECTION in Design | 2215792 |
| United States | GUESS | 2607729 |
| United States | GUESS | 1704002 |
| United States | GUESS | 1433022 |
| United States | GUESS | 1437016 |
| United States | GUESS | 1765883 |
| United States | GUESS | 2370424 |
| United States | GUESS | 2214300 |
| United States | GUESS | 2077475 |
| United States | GUESS | 2137398 |
| United States | GUESS ? JEANS and Diagonal Design | 75/791702 |
| United States | GUESS ACTIVEWEAR | 2022474 |
| United States | GUESS AMERICAN TRADITION | 2185476 |
| United States | GUESS AN AMERICAN TRADITION | 2185475 |
| United States | GUESS ATHLETIC | 2029606 |
| United States | GUESS ATHLETIC ? and Triangle | 2112160 |
| United States | GUESS COLLECTION | 2102578 |
| United States | GUESS COLLECTION | 2001251 |
| United States | GUESS GIRLS | 2191296 |
| United States | GUESS HOME COLLECTION | 2086838 |
| United States | GUESS INNERWEAR | 2013201 |
| United States | GUESS JEANS | 1974886 |
| United States | GUESS JEANS AN AMERICAN TRADITION | 1889947 |
| United States | GUESS JEANS CALIFORNIA USA | 1458437 |
| United States | GUESS JEANS U.S.A. | 2115896 |
| United States | GUESS KIDS | 78/200868 |
| United States | GUESS MY SIGN | 2202330 |
| United States | GUESS SPORT | 2334208 |

| | | |
|---------------|---|-----------|
| United States | GUESS U.S.A. | 2075825 |
| United States | GUESS U.S.A. AMERICAN TRADITION | 2197173 |
| United States | GUESS USA | 78/189265 |
| United States | GUESS? | 1299580 |
| United States | GUESS? | 1427405 |
| United States | GUESS? | 2139063 |
| United States | GUESS? (Crosshatch) | 1458438 |
| United States | GUESS? (Gobe Logo) | 2308468 |
| United States | GUESS? and Triangle Design | 1712645 |
| United States | GUESS? and Triangle Design | 1435363 |
| United States | GUESS? and Triangle Design | 1271896 |
| United States | GUESS? and Triangle Design | 1465363 |
| United States | GUESS? and Triangle Design | 1546993 |
| United States | GUESS? and Triangle Design | 2333738 |
| United States | GUESS? and Triangle Design | 2380188 |
| United States | GUESS? and Triangle Design | 1978398 |
| United States | GUESS? and Triangle Design | 2139062 |
| United States | GUESS? INNERWEAR and Triangle Design | 2051066 |
| United States | GUESS? USA WASHED JEANS and Triangle Design | 1722102 |
| United States | Horizontal Red Stitching on Pocket | 76/076855 |
| United States | Inverted Triangle – Rear Pocket | 2306943 |
| United States | ORIGINAL DESIGN GUESS | 1445261 |
| United States | Pocket Stitching Design | 2001964 |
| United States | Pocket Stitching Design | 76/333242 |
| United States | Pocket Stitching Design | 2506616 |
| United States | Pocket Stitching Design | 2113198 |
| United States | ? Shirt Pocket Label | 2219428 |
| United States | ? in Design | 2406370 |
| United States | ? in Design | 2180127 |
| United States | ? on Coin Pocket | 2112157 |
| United States | ? U.S.A. in Design | 2180141 |
| United States | Red G on Pocket Design | 2577419 |
| United States | Red Bordered Triangle Design | 2322937 |
| United States | Red Triangle Design | 1695617 |
| United States | Solid Red Triangle Design | 75/788249 |
| United States | Translucent Top Bottle | 1737888 |
| United States | Triangle and G Design | 2632268 |
| United States | Triangle Design with ? (Metal) | 1918025 |
| United States | Triangle with ? | 1762986 |
| United States | Triangle with ? | 1858982 |
| United States | Triangle with ? | 1681261 |
| United States | Triangle with ? | 2133686 |

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|---------------|----------------------------------|-----------|
| United States | WATERPRO | 1940251 |
| Armenia | GUESS | 3857 |
| Armenia | GUESS? | 3856 |
| Armenia | GUESS? and Triangle Design | 3855 |
| Austria | GUESS | 147473 |
| Austria | GUESS? and Triangle Design | 106056 |
| Azerbaijan | GUESS | 971494 |
| Azerbaijan | GUESS? and Triangle Design | 970777 |
| Benelux | BABY GUESS | 560370 |
| Benelux | GUESS KIDS | 575817 |
| Benelux | GUESS? | 426992 |
| Benelux | GUESS? | 388017 |
| Benelux | GUESS? | 419411 |
| Benelux | GUESS? and Triangle Design | 426993 |
| Benelux | GUESS? and Triangle Design | 421149 |
| Benelux | GUESS? and Triangle Design | 418896 |
| Canada | BABY GUESS | TMA516804 |
| Canada | BABY GUESS? AT HOME | TMA574502 |
| Canada | BRAND G in Design | 1083513 |
| Canada | G on Pocket Design | 1080533 |
| Canada | GC COLLECTION in Design | TMA633652 |
| Canada | GUESS | 327047 |
| Canada | GUESS | 374149 |
| Canada | GUESS ATHLETIC | TMA455182 |
| Canada | GUESS HOME COLLECTION | TMA496040 |
| Canada | GUESS JEANS | TMA468762 |
| Canada | GUESS KIDS | TMA500914 |
| Canada | GUESS USA | TMA509794 |
| Canada | GUESS? | 345757 |
| Canada | GUESS? (Gobe Logo) | 853135 |
| Canada | GUESS? and Triangle Design | 373753 |
| Canada | GUESS? and Triangle Design | 348382 |
| Canada | GUESS? and Triangle Design | 336133 |
| Canada | GUESS? USA and Triangle Design | 393519 |
| Canada | ? in Design | TMA542169 |
| Canada | Red Stitching Design | TMA456522 |
| Croatia | GUESS | Z930480 |
| Croatia | GUESS | Z930478 |
| Croatia | GUESS? and Triangle Design | Z930482 |
| Cyprus | GUESS | 43406 |
| Cyprus | GUESS | 38608 |
| Cyprus | GUESS? and Triangle Design | 51479 |
| Cyprus | GUESS? PARIS and Triangle Design | 27129 |
| Cyprus | Triangle with ? | 43407 |

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|--------------------|--------------------------------|-------------|
| Czech Republic | GUESS | 181108 |
| Czech Republic | GUESS? | 166710 |
| Czech Republic | GUESS? and Triangle Design | 165903 |
| Czech Republic | GUESS? and Triangle Design | 213817 |
| Czech Republic | GUESS? and Triangle Design | 165903 |
| Denmark | BABY GUESS | VR046761995 |
| Denmark | GUESS | 03818-1995 |
| Denmark | GUESS | 07506-1989 |
| Denmark | GUESS | 09015-1991 |
| Denmark | GUESS KIDS | VR046751995 |
| Denmark | GUESS? and Triangle Design | 01913-1984 |
| Denmark | Triangle with ? | 03819-1995 |
| European Community | BRAND G | 001914852 |
| European Community | G in Design | 1943091 |
| European Community | G81 | 843409 |
| European Community | GC COLLECTION in Design | 623090 |
| European Community | GUESS | 135681 |
| European Community | GUESS 2000 | 00948661 |
| European Community | GUESS KIDS | 876987 |
| European Community | GUESS? | 751826 |
| European Community | GUESS? | 135624 |
| European Community | GUESS? (Gobe Logo) | 552646 |
| European Community | GUESS? and Triangle Design | 135640 |
| European Community | Pocket Stitching Design | 000629618 |
| European Community | ? in Design | 495077 |
| European Community | Red Bordered Inverted Triangle | 858886 |
| European Community | Red Stitched G | 1942598 |
| European Community | Triangle with ? | 135376 |
| Finland | GUESS | 141936 |
| Finland | GUESS | 120907 |
| Finland | GUESS? and Triangle Design | 95941 |
| Finland | Triangle with ? | 141935 |
| France | BABY GUESS | 94528039 |
| France | GESS and Device | 1227525 |
| France | GUESS HOME COLLECTION | 95598219 |
| France | GUESS KIDS | 95565119 |
| France | GUESS? | 1351614 |
| France | GUESS? | 1215203 |
| France | GUESS? | 1361413 |
| France | GUESS? and Triangle Design | 1351615 |
| France | GUESS? and Triangle Design | 1272854 |
| France | GUESS? and Triangle Design | 1361412 |
| France | Triangle with ? | 93489478 |
| France | Triangle with ? | 93459670 |

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|---------|----------------------------------|----------|
| Germany | BABY GUESS | 2906376 |
| Germany | GUESS | 2043693 |
| Germany | GUESS KIDS | 39514036 |
| Germany | GUESS? | 2099011 |
| Germany | GUESS? | 1191137 |
| Germany | GUESS? and Triangle Design | 2099012 |
| Germany | GUESS? and Triangle Design | 1055695 |
| Germany | GUESS? and Triangle Design | 644905 |
| Greece | BABY GUESS | 119164 |
| Greece | GUESS | 113803 |
| Greece | GUESS KIDS | 123665 |
| Greece | GUESS? | 129520 |
| Greece | GUESS? | 83576 |
| Greece | GUESS? PARIS and Triangle Design | 129519 |
| Greece | GUESS? PARIS and Triangle Design | 75930 |
| Greece | GUESS? PARIS and Triangle Design | 83574 |
| Hungary | GUESS | 157403 |
| Hungary | GUESS | 146991 |
| Hungary | GUESS | 133623 |
| Hungary | GUESS? | 157402 |
| Hungary | GUESS? and Triangle Design | 157401 |
| Hungary | GUESS? PARIS and Triangle Design | 123965 |
| Hungary | Triangle with ? | 146992 |
| Ireland | BABY GUESS | 211720 |
| Ireland | BABY GUESS | 165516 |
| Ireland | GUESS | 204087 |
| Ireland | GUESS KIDS | 164628 |
| Ireland | GUESS KIDS | 206289 |
| Ireland | GUESS? | 131705 |
| Ireland | GUESS? | 131701 |
| Ireland | GUESS? | 131700 |
| Ireland | GUESS? | 131698 |
| Ireland | GUESS? | 131697 |
| Ireland | GUESS? | 131696 |
| Ireland | GUESS? | 131693 |
| Ireland | GUESS? | 131706 |
| Ireland | GUESS? | 131699 |
| Ireland | GUESS? and Triangle Design | 131690 |
| Ireland | GUESS? and Triangle Design | 131691 |
| Ireland | GUESS? and Triangle Design | 131680 |
| Ireland | GUESS? and Triangle Design | 131688 |
| Ireland | GUESS? and Triangle Design | 131687 |
| Ireland | GUESS? and Triangle Design | 152812 |
| Ireland | GUESS? and Triangle Design | 131689 |

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|---------------|----------------------------|-------------|
| Ireland | GUESS? and Triangle Design | 131681 |
| Ireland | GUESS? and Triangle Design | 131682 |
| Ireland | GUESS? and Triangle Design | 112714 |
| Ireland | GUESS? and Triangle Design | 131683 |
| Ireland | GUESS? and Triangle Design | 131685 |
| Ireland | GUESS? and Triangle Design | 131686 |
| Italy | BABY GUESS | 702463 |
| Italy | GUESS | 747842 |
| Italy | GUESS | MI99007638 |
| Italy | GUESS JEANS | 739472 |
| Italy | GUESS KIDS | 725768 |
| Italy | GUESS USA | 739473 |
| Italy | GUESS? | 748377 |
| Italy | GUESS? | 748380 |
| Italy | GUESS? | 747843 |
| Italy | GUESS? and Triangle Design | 748378 |
| Italy | GUESS? and Triangle Design | 413979 |
| Italy | GUESS? and Triangle Design | 747844 |
| Italy | GUESS? and Triangle Design | MI99007639 |
| Italy | Triangle with ? | 625255 |
| Italy | Triangle with ? | MI96C002286 |
| Liechtenstein | GUESS | 8714 |
| Liechtenstein | GUESS? and Triangle Design | 7053 |
| Monaco | GUESS | R.01.22468 |
| Monaco | GUESS? | 8610885 |
| Monaco | GUESS? and Triangle Design | 8610884 |
| Norway | BABY GUESS | 168293 |
| Norway | GUESS | 189077 |
| Norway | GUESS | 175576 |
| Norway | GUESS | 154527 |
| Norway | GUESS KIDS | 175577 |
| Norway | GUESS? and Triangle Design | 119630 |
| Norway | Triangle with ? | 175575 |
| Portugal | BABY GUESS | 303373 |
| Portugal | GUESS KIDS | 308903 |
| Portugal | GUESS? | 235023 |
| Portugal | GUESS? | 235012 |
| Portugal | GUESS? | 235024 |
| Portugal | GUESS? | 224114 |
| Portugal | GUESS? | 235019 |
| Portugal | GUESS? | 235018 |
| Portugal | GUESS? | 235016 |
| Portugal | GUESS? | 235015 |
| Portugal | GUESS? | 235025 |

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|--------------------|----------------------------|-----------|
| Portugal | GUESS? and Triangle Design | 220616 |
| Portugal | GUESS? and Triangle Design | 235058 |
| Portugal | GUESS? and Triangle Design | 225755 |
| Portugal | GUESS? and Triangle Design | 235056 |
| Portugal | GUESS? and Triangle Design | 225754 |
| Portugal | GUESS? and Triangle Design | 235063 |
| Portugal | GUESS? and Triangle Design | 235059 |
| Portugal | GUESS? and Triangle Design | 225753 |
| Portugal | GUESS? and Triangle Design | 235064 |
| Portugal | Triangle with ? | 235039 |
| Portugal | Triangle with ? | 235037 |
| Portugal | Triangle with ? | 235033 |
| Portugal | Triangle with ? | 235032 |
| Portugal | Triangle with ? | 235030 |
| Portugal | Triangle with ? | 235029 |
| Portugal | Triangle with ? | 235026 |
| Russian Federation | GUESS | 126448 |
| Russian Federation | GUESS KIDS | 189838 |
| Russian Federation | GUESS? and Triangle Design | 178666 |
| Russian Federation | GUESS? and Triangle Design | 76532 |
| Russian Federation | ? in Design | 171745 |
| Slovakia | GUESS | 175344 |
| Slovakia | GUESS? | 166710 |
| Slovakia | GUESS? and Triangle Design | 165903 |
| Slovenia | GUESS | 9181799 |
| Slovenia | GUESS | 9470214 |
| Slovenia | GUESS? and Triangle Design | 8380308 |
| Spain | BABY GUESS | 1902023 |
| Spain | BABY GUESS | 1902024 |
| Spain | GUESS | 1158721/0 |
| Spain | GUESS | 1165037/0 |
| Spain | GUESS | 1165036/2 |
| Spain | GUESS | 1165035/4 |
| Spain | GUESS | 1158722/9 |
| Spain | GUESS JEANS | 1968592 |
| Spain | GUESS KIDS | 1968595 |
| Spain | GUESS KIDS | 1960567 |
| Spain | GUESS USA | 1968594 |
| Spain | GUESS? | 1146173/X |
| Spain | GUESS? | 1146171 |
| Spain | GUESS? | 1034483 |
| Spain | GUESS? | 1146172/1 |
| Spain | GUESS? and Triangle Design | 1076305 |
| Spain | GUESS? and Triangle Design | 1146176/4 |

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|----------------|----------------------------------|-----------|
| Spain | GUESS? and Triangle Design | 1076303 |
| Spain | GUESS? and Triangle Design | 1146174/8 |
| Spain | GUESS? and Triangle Design | 1076304/X |
| Spain | GUESS? and Triangle Design | 1146175/6 |
| Spain | GUESS? and Triangle Design | 1076306/6 |
| Spain | GUESS? and Triangle Design | 1076302 |
| Spain | Triangle with ? | 1650819 |
| Sweden | BABY GUESS | 265901 |
| Sweden | GUESS | 255061 |
| Sweden | GUESS | 249831 |
| Sweden | GUESS | 209999 |
| Sweden | GUESS KIDS | 309997 |
| Sweden | GUESS? | 208563 |
| Sweden | GUESS? and Triangle Design | 188891 |
| Sweden | GUESS? and Triangle Design | 211602 |
| Switzerland | BABY GUESS | 421577 |
| Switzerland | GUESS | 410394 |
| Switzerland | GUESS | 400732 |
| Switzerland | GUESS KIDS | 431694 |
| Switzerland | GUESS? | 352626 |
| Switzerland | GUESS? and Triangle Design | 352723 |
| Switzerland | GUESS? PARIS and Triangle Design | 327359 |
| Turkey | BABY GUESS | 153629 |
| Turkey | GC COLLECTION in Design | 188264 |
| Turkey | GUESS KIDS | 159907 |
| Turkey | GUESS? | 92656 |
| Turkey | GUESS? and Triangle Design | 80824 |
| Turkey | ? in Design | 191287 |
| United Kingdom | BABY GUESS | 2018932 |
| United Kingdom | GUESS | 1306330 |
| United Kingdom | GUESS | 1306333 |
| United Kingdom | GUESS | 1306332 |
| United Kingdom | GUESS | 1306331 |
| United Kingdom | GUESS | 2014096 |
| United Kingdom | GUESS KIDS | 2018934 |
| United Kingdom | GUESS? | 1276090 |
| United Kingdom | GUESS? | 1306328 |
| United Kingdom | GUESS? | 1185709 |
| United Kingdom | GUESS? | 1306327 |
| United Kingdom | GUESS? | 1306326 |
| United Kingdom | GUESS? | 1306325 |
| United Kingdom | GUESS? | 1306324 |
| United Kingdom | GUESS? | 1275881 |
| United Kingdom | GUESS? | 1275882 |

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|----------------|----------------------------|---------|
| United Kingdom | GUESS? | 1275982 |
| United Kingdom | GUESS? | 1275981 |
| United Kingdom | GUESS? | 1306323 |
| United Kingdom | GUESS? | 1275883 |
| United Kingdom | GUESS? | 1306329 |
| United Kingdom | GUESS? and Triangle Design | 1276091 |
| United Kingdom | GUESS? and Triangle Design | 1306316 |
| United Kingdom | GUESS? and Triangle Design | 1275884 |
| United Kingdom | GUESS? and Triangle Design | 1275979 |
| United Kingdom | GUESS? and Triangle Design | 1275978 |
| United Kingdom | GUESS? and Triangle Design | 1306318 |
| United Kingdom | GUESS? and Triangle Design | 1306317 |
| United Kingdom | GUESS? and Triangle Design | 1275885 |
| United Kingdom | GUESS? and Triangle Design | 1306322 |
| United Kingdom | GUESS? and Triangle Design | 1306321 |
| United Kingdom | GUESS? and Triangle Design | 1221198 |
| United Kingdom | GUESS? and Triangle Design | 1306320 |
| United Kingdom | GUESS? and Triangle Design | 1306319 |
| United Kingdom | GUESS? and Triangle Design | 1275886 |
| United Kingdom | Triangle with ? | 1323648 |
| United Kingdom | Triangle with ? | 1323649 |
| United Kingdom | Triangle with ? | 1323647 |
| United Kingdom | Triangle with ? | 1328597 |

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

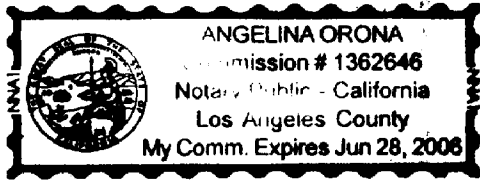
County of Los Angeles

} ss.

On March 14, 2003, before me, Angelina Orona, Notary Public,
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared Carlos Alberini,
Name(s) of Signer(s)

- personally known to me
- proved to me on the basis of satisfactory evidence



to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/~~she/they~~ executed the same in his/~~her/their~~ authorized capacity(ies), and that by his/~~her/their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Place Notary Seal Above

Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Trademark Assignment

Document Date: March 14, 2003 Number of Pages: 11

Signer(s) Other Than Named Above: None

Capacity(ies) Claimed by Signer

Signer's Name: Carlos Alberini

- Individual
- Corporate Officer — Title(s): President
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____

Signer Is Representing: Guess?, Inc.

RIGHT THUMBPRINT OF SIGNER

Top of thumb here

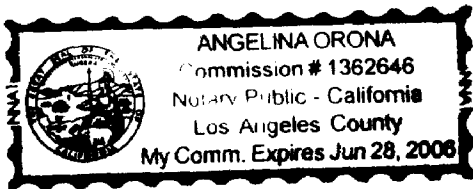
CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California }
County of Los Angeles } ss.

On March 14, 2003, before me, Angelina Orona, Notary Public,
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared Deborah Siegel
Name(s) of Signer(s)

- personally known to me
- proved to me on the basis of satisfactory evidence



to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Place Notary Seal Above

Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

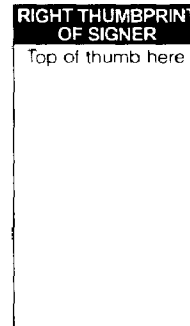
Title or Type of Document: Trademark Assignment

Document Date: March 14, 2003 Number of Pages: 11

Signer(s) Other Than Named Above: None

Capacity(ies) Claimed by Signer

- Signer's Name: Deborah Siegel
- Individual
 - Corporate Officer — Title(s): Secretary
 - Partner — Limited General
 - Attorney in Fact
 - Trustee
 - Guardian or Conservator
 - Other: _____



Signer Is Representing: Guess? IP Holder L.P.