

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**APPLICATION FOR TRADEMARK REGISTRATION
UNDER SECTION 1(a)**

PRINCIPAL REGISTER

MARK : GUESS

CLASS(ES) : 32

COMMISSIONER FOR TRADEMARKS:

Applicant Guess? IP Holder L.P. is a Delaware limited partnership, whose sole general partner is Guess? IP GP LLC, a Delaware limited liability company, whose address is 1444 South Alameda Street, Los Angeles, California 90021.

Applicant has adopted and is using in commerce the mark shown in the accompanying drawing on or in connection with goods as follows:

SPRING WATER; DRINKING WATER; WATER BEVERAGES; BOTTLED WATER;
BOTTLED DRINKING WATER in Class 32;

and requests that the mark be registered in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946, as amended.

The mark is in standard characters and no claim is made to any particular font style, size, or color.

The mark was first used on or in connection with the goods at least as early as 2010; was first used in commerce at least as early as 2010; and is now in use in commerce by applicant.

One specimen showing the mark as actually used is presented herewith.

Applicant is the owner of U.S. Registration Nos. 1433022, 1704002, 1765883, 2077475, 2137398, 2217300, 2370424, 2607729, 2959818 and 4210798.

Docket No. 194579

POWER OF ATTORNEY

Applicant hereby appoints the following members of the Bar and attorneys of the law firm Lewis Roca Rothgerber Christie LLP, with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected with this application, including the execution of verifications or declarations for this document, or any other document, on the applicant's behalf:

David A. Dillard	Raymond R. Tabandeh	Shaun P. Lee	Olga M. Katsnelson
Thomas J. Daly	Josephine E. Chang	Ryan M. Swank	John Carson
David A. Plumley	Jun-Young E. Jeon	Dustin R. Szakalski	Daniel A. Salgado
Gregory S. Lampert	Peter C. Hsueh	Katherine L. Quigley	Clara C. Low
Syed A. Hasan	Oliver S. Bajracharya	Michael J. Curry	Jimmy Y. Kwun
Robert A. Green	Lauren E. Schneider	Abazar Miresghhi	Jeffrey C. Tom
Michael J. MacDermott	G. Warren Bleeker	Kyle W. Kellar	Kurt S. Prange
Anne Wang	Jason C. Martone	Martin W. Regehr	Steven J French
Constantine Marantidis	Joshua T. Chu	Sami I. Schilly	
Gary J. Nelson	Justin O. Ehresmann	S. Drew Wilson	

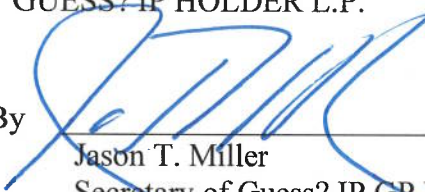
The authority under this Power of Attorney of each person named above shall automatically terminate and be revoked upon such person ceasing to be a member or associate of or of counsel to that law firm.

Please address all correspondence and the registration to **LEWIS ROCA ROTHGERBER CHRISTIE LLP, P.O. Box 29001, Glendale, California 91209-9001.**

DECLARATION

I, the undersigned, declare that I am authorized to execute this application on behalf of said applicant; I believe said applicant to be the owner of the mark sought to be registered; to the best of my knowledge and belief no other person, firm, corporation, or association has the right to use said mark in commerce, either in the identical form or in such near resemblance thereto as to be likely, when applied to or used in connection with the goods or services of such other person, to cause confusion, or to cause mistake, or to deceive; that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any registration resulting therefrom.

Date September 3, 2020

GUESS? IP HOLDER L.P.
By 
Jason T. Miller
Secretary of Guess? IP GP LLC,
as sole general partner
of Guess? IP Holder L.P.

MM/rwo