

GUESS INC ET AL/CA/

Form 4

October 15, 2004

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
See Instruction  
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF  
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

## OMB APPROVAL

OMB  
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2005  
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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**MARCIANO PAUL**

(Last) (First) (Middle)

**C/O GUESS?, INC., 1444 SOUTH  
ALAMEDA STREET**

(Street)

**LOS ANGELES, CA 90021**

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
**GUESS INC ET AL/CA/ [GES]**

3. Date of Earliest Transaction  
(Month/Day/Year)

**10/13/2004**

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

☒ Director ☒ 10% Owner  
☒ Officer (give title below) ☐ Other (specify  
below)

Co-Chairman and Co-CEO

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
☒ Form filed by One Reporting Person  
☐ Form filed by More than One Reporting  
Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
			Code	V	Amount	(A) or (D)	Price			
Common Stock	10/13/2004		S		1,100	D	\$ 16.53	12,045,748 <sup>(1)</sup>	I	By Paul Marciano Trust
Common Stock	10/13/2004		S		1,000	D	\$ 16.52	12,044,748 <sup>(2)</sup>	I	By Paul Marciano Trust
Common Stock	10/13/2004		S		100	D	\$ 16.5	12,044,648 <sup>(3)</sup>	I	By Paul Marciano Trust
Common Stock	10/13/2004		S		400	D	\$ 16.9	12,044,248 <sup>(4)</sup>	I	By Paul Marciano

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								Trust
Common Stock	10/13/2004	S	300	D	\$ 16.82	12,043,948 (5)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	100	D	\$ 16.6	12,043,848 (6)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	100	D	\$ 16.59	12,043,748 (7)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	200	D	\$ 16.58	12,043,548 (8)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	300	D	\$ 16.57	12,043,248 (9)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	100	D	\$ 16.44	12,043,148 (10)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	800	D	\$ 16.96	12,042,348 (11)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	500	D	\$ 17.04	12,041,848 (12)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	100	D	\$ 17.05	12,041,748 (13)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	300	D	\$ 17.2	12,041,448 (14)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	100	D	\$ 17.21	12,041,348 (15)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	100	D	\$ 17.22	12,041,248 (16)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	300	D	\$ 17.25	12,040,948 (17)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	100	D	\$ 17.26	12,040,848 (18)	I	By Paul Marciano Trust

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Common Stock	10/13/2004	S	100	D	\$ 17.28	12,040,748 (19)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	300	D	\$ 17.3	12,040,448 (20)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	400	D	\$ 16.34	12,040,048 (21)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	700	D	\$ 16.33	12,039,348 (22)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	300	D	\$ 16.31	12,039,048 (23)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	500	D	\$ 16.3	12,038,548 (24)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	700	D	\$ 16.47	12,037,848 (25)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	1,000	D	\$ 16.45	12,036,848 (26)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	900	D	\$ 16.56	12,035,948 (27)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	1,300	D	\$ 16.55	12,034,648 (28)	I	By Paul Marciano Trust
Common Stock	10/13/2004	S	300	D	\$ 16.54	12,034,348 (29)	I	By Paul Marciano Trust

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying	8. Price of Derivative Security	9. Number of Derivative Securities
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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Securities (Instr. 3 and 4)	(Instr. 5)	Bene				
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Own Follo Repo Trans (Instr

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MARCIANO PAUL C/O GUESS?, INC. 1444 SOUTH ALAMEDA STREET LOS ANGELES, CA 90021	X	X	Co-Chairman and Co-CEO	

## Signatures

Paul Marciano 10/15/2004  
 \*\*Signature of Date  
 Reporting Person

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 995,748 shares held by the Paul Marciano Trust, dated 2/20/86 ("PMT") of which Paul Marciano is sole trustee; and 11,050,000 shares held by the Marciano Financial Holdings II, LLC ("MFH"), of which the PMT is a member. The PMT transferred 11,050,000 shares of Common Stock to MFH on October 11, 2004 and has exclusive voting and investment power with respect to those shares. Does not include 100,870 shares held by the Maurice Marciano 2001 Children's Trust; the reporting person expressly disclaims beneficial ownership of such shares for purposes of Section 16 of the Securities and Exchange Act of 1934.
- (2) Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 994,784 shares held by the Paul Marciano Trust, dated 2/20/86 ("PMT") of which Paul Marciano is sole trustee; and 11,050,000 shares held by the Marciano Financial Holdings II, LLC ("MFH"), of which the PMT is a member. The PMT transferred 11,050,000 shares of Common Stock to MFH on October 11, 2004 and has exclusive voting and investment power with respect to those shares. Does not include 100,870 shares held by the Maurice Marciano 2001 Children's Trust; the reporting person expressly disclaims beneficial ownership of such shares for purposes of Section 16 of the Securities and Exchange Act of 1934.
- (3) Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 994,648 shares held by the Paul Marciano Trust, dated 2/20/86 ("PMT") of which Paul Marciano is sole trustee; and 11,050,000 shares held by the Marciano Financial Holdings II, LLC ("MFH"), of which the PMT is a member. The PMT transferred 11,050,000 shares of Common Stock to MFH on October 11, 2004 and has exclusive voting and investment power with respect to those shares. Does not include 100,870 shares held by the Maurice Marciano 2001 Children's Trust; the reporting person expressly disclaims beneficial ownership of such shares for purposes of Section 16 of the Securities and Exchange Act of 1934.
- (4) Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 994,248 shares held by the Paul Marciano Trust, dated 2/20/86 ("PMT") of which Paul Marciano is sole trustee; and 11,050,000 shares held by the Marciano Financial Holdings II, LLC ("MFH"), of which the PMT is a member. The PMT transferred 11,050,000 shares of Common Stock to MFH on October 11, 2004 and





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Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 989,048 shares held by the Paul Marciano Trust, dated 2/20/86 ("PMT") of which Paul Marciano is sole trustee; and 11,050,000 shares held by the Marciano Financial Holdings II, LLC ("MFH"), of which the PMT is a member. The PMT transferred 11,050,000 shares of Common Stock to MFH on October 11, 2004 and has exclusive voting and investment power with respect to those shares. Does not include 100,870 shares held by the Maurice Marciano 2001 Children's Trust; the reporting person expressly disclaims beneficial ownership of such shares for purposes of Section 16 of the Securities and Exchange Act of 1934.

(24) Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 988,548 shares held by the Paul Marciano Trust, dated 2/20/86 ("PMT") of which Paul Marciano is sole trustee; and 11,050,000 shares held by the Marciano Financial Holdings II, LLC ("MFH"), of which the PMT is a member. The PMT transferred 11,050,000 shares of Common Stock to MFH on October 11, 2004 and has exclusive voting and investment power with respect to those shares. Does not include 100,870 shares held by the Maurice Marciano 2001 Children's Trust; the reporting person expressly disclaims beneficial ownership of such shares for purposes of Section 16 of the Securities and Exchange Act of 1934.

(25) Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 987,848 shares held by the Paul Marciano Trust, dated 2/20/86 ("PMT") of which Paul Marciano is sole trustee; and 11,050,000 shares held by the Marciano Financial Holdings II, LLC ("MFH"), of which the PMT is a member. The PMT transferred 11,050,000 shares of Common Stock to MFH on October 11, 2004 and has exclusive voting and investment power with respect to those shares. Does not include 100,870 shares held by the Maurice Marciano 2001 Children's Trust; the reporting person expressly disclaims beneficial ownership of such shares for purposes of Section 16 of the Securities and Exchange Act of 1934.

(26) Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 986,848 shares held by the Paul Marciano Trust, dated 2/20/86 ("PMT") of which Paul Marciano is sole trustee; and 11,050,000 shares held by the Marciano Financial Holdings II, LLC ("MFH"), of which the PMT is a member. The PMT transferred 11,050,000 shares of Common Stock to MFH on October 11, 2004 and has exclusive voting and investment power with respect to those shares. Does not include 100,870 shares held by the Maurice Marciano 2001 Children's Trust; the reporting person expressly disclaims beneficial ownership of such shares for purposes of Section 16 of the Securities and Exchange Act of 1934.

(27) Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 985,948 shares held by the Paul Marciano Trust, dated 2/20/86 ("PMT") of which Paul Marciano is sole trustee; and 11,050,000 shares held by the Marciano Financial Holdings II, LLC ("MFH"), of which the PMT is a member. The PMT transferred 11,050,000 shares of Common Stock to MFH on October 11, 2004 and has exclusive voting and investment power with respect to those shares. Does not include 100,870 shares held by the Maurice Marciano 2001 Children's Trust; the reporting person expressly disclaims beneficial ownership of such shares for purposes of Section 16 of the Securities and Exchange Act of 1934.

(28) Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 984,648 shares held by the Paul Marciano Trust, dated 2/20/86 ("PMT") of which Paul Marciano is sole trustee; and 11,050,000 shares held by the Marciano Financial Holdings II, LLC ("MFH"), of which the PMT is a member. The PMT transferred 11,050,000 shares of Common Stock to MFH on October 11, 2004 and has exclusive voting and investment power with respect to those shares. Does not include 100,870 shares held by the Maurice Marciano 2001 Children's Trust; the reporting person expressly disclaims beneficial ownership of such shares for purposes of Section 16 of the Securities and Exchange Act of 1934.

(29) Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 984,348 shares held by the Paul Marciano Trust, dated 2/20/86 ("PMT") of which Paul Marciano is sole trustee; and 11,050,000 shares held by the Marciano Financial Holdings II, LLC ("MFH"), of which the PMT is a member. The PMT transferred 11,050,000 shares of Common Stock to MFH on October 11, 2004 and has exclusive voting and investment power with respect to those shares. Does not include 100,870 shares held by the Maurice Marciano 2001 Children's Trust; the reporting person expressly disclaims beneficial ownership of such shares for purposes of Section 16 of the Securities and Exchange Act of 1934.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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