

MARCIANO MAURICE  
Form 4  
October 25, 2004

**FORM 4**

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

OMB APPROVAL

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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

(Print or Type Responses)

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

(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)  
10/21/2004

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  |                                | (A) or (D) Code V Amount (D) Price                                |   |  |   |
| Common Stock                    | 10/21/2004                           |  | S                              | 6,400 D \$ 17.25  | 15,770,514 (1)  | I  | By Maurice Marciano Trust                             |
| Common Stock                    | 10/21/2004                           |  | S                              | 1,200 D \$ 17.29  | 15,769,314 (2)  | I  | By Maurice Marciano Trust                             |
| Common Stock                    | 10/21/2004                           |  | S                              | 3,100 D \$ 17.26  | 15,766,214 (3)  | I  | By Maurice Marciano Trust                             |

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|              |            |   |     |   |          |                           |   |                                    |
|--------------|------------|---|-----|---|----------|---------------------------|---|------------------------------------|
| Common Stock | 10/21/2004 | S | 100 | D | \$ 17.27 | 15,766,114<br><u>(4)</u>  | I | By<br>Maurice<br>Marciano<br>Trust |
| Common Stock | 10/21/2004 | S | 200 | D | \$ 17.28 | 15,765,914<br><u>(5)</u>  | I | By<br>Maurice<br>Marciano<br>Trust |
| Common Stock | 10/21/2004 | S | 100 | D | \$ 17.23 | 15,765,814<br><u>(6)</u>  | I | By<br>Maurice<br>Marciano<br>Trust |
| Common Stock | 10/21/2004 | S | 600 | D | \$ 17.21 | 15,765,214<br><u>(7)</u>  | I | By<br>Maurice<br>Marciano<br>Trust |
| Common Stock | 10/21/2004 | S | 100 | D | \$ 17.2  | 15,765,114<br><u>(8)</u>  | I | By<br>Maurice<br>Marciano<br>Trust |
| Common Stock | 10/21/2004 | S | 100 | D | \$ 17.3  | 15,765,014<br><u>(9)</u>  | I | By<br>Maurice<br>Marciano<br>Trust |
| Common Stock | 10/21/2004 | S | 100 | D | \$ 17.15 | 15,764,914<br><u>(10)</u> | I | By<br>Maurice<br>Marciano<br>Trust |
| Common Stock | 10/21/2004 | S | 100 | D | \$ 17.16 | 15,764,814<br><u>(11)</u> | I | By<br>Maurice<br>Marciano<br>Trust |
| Common Stock | 10/21/2004 | S | 400 | D | \$ 17.17 | 15,764,414<br><u>(12)</u> | I | By<br>Maurice<br>Marciano<br>Trust |
| Common Stock | 10/22/2004 | S | 800 | D | \$ 17.41 | 15,763,614<br><u>(13)</u> | I | By<br>Maurice<br>Marciano<br>Trust |
| Common Stock | 10/22/2004 | S | 200 | D | \$ 17.43 | 15,763,414<br><u>(14)</u> | I | By<br>Maurice<br>Marciano<br>Trust |
|              | 10/22/2004 | S | 200 | D |          |                           | I |                                    |

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|              |            |   |       |   |          |                           |   |  |                           |
|--------------|------------|---|-------|---|----------|---------------------------|---|--|---------------------------|
| Common Stock |            |   |       |   | \$ 17.42 | 15,763,214<br><u>(15)</u> |   |  | By Maurice Marciano Trust |
| Common Stock | 10/22/2004 | S | 1,600 | D | \$ 17.48 | 15,761,614<br><u>(16)</u> | I |  | By Maurice Marciano Trust |
| Common Stock | 10/22/2004 | S | 2,600 | D | \$ 17.45 | 15,759,014<br><u>(17)</u> | I |  | By Maurice Marciano Trust |
| Common Stock | 10/22/2004 | S | 700   | D | \$ 17.44 | 15,758,314<br><u>(18)</u> | I |  | By Maurice Marciano Trust |
| Common Stock | 10/22/2004 | S | 300   | D | \$ 17.49 | 15,758,014<br><u>(19)</u> | I |  | By Maurice Marciano Trust |
| Common Stock | 10/22/2004 | S | 100   | D | \$ 17.47 | 15,757,914<br><u>(20)</u> | I |  | By Maurice Marciano Trust |
| Common Stock | 10/22/2004 | S | 1,500 | D | \$ 17.4  | 15,756,414<br><u>(21)</u> | I |  | By Maurice Marciano Trust |
| Common Stock | 10/22/2004 | S | 300   | D | \$ 17.5  | 15,756,114<br><u>(22)</u> | I |  | By Maurice Marciano Trust |
| Common Stock | 10/22/2004 | S | 400   | D | \$ 17.52 | 15,755,714<br><u>(23)</u> | I |  | By Maurice Marciano Trust |
| Common Stock | 10/22/2004 | S | 1,900 | D | \$ 17.38 | 15,753,814<br><u>(24)</u> | I |  | By Maurice Marciano Trust |
| Common Stock | 10/22/2004 | S | 1,000 | D | \$ 17.37 | 15,752,814<br><u>(25)</u> | I |  | By Maurice Marciano Trust |
|              | 10/22/2004 | S | 300   | D |          |                           | I |  |                           |

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|              |            |  |   |     |               |               |      |   |                           |
|--------------|------------|--|---|-----|---------------|---------------|------|---|---------------------------|
| Common Stock |            |  |   |     | \$ 15,752,514 |               |      |   | By Maurice Marciano Trust |
|              |            |  |   |     | 17.36         | (26)          |      |   |                           |
| Common Stock | 10/22/2004 |  | S | 600 | D             | \$ 15,751,914 |      | I | By Maurice Marciano Trust |
|              |            |  |   |     |               | 17.39         | (27) |   |                           |

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 (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Nu |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|-------|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|-------|

## Reporting Owners

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

## Signatures

Maurice Marciano 10/25/2004

\*\*Signature of Reporting Person

Date

## 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).

Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 4,609,609 shares held by the Maurice Marciano Trust (2000 Restatement) (the "MMT") of which Maurice Marciano is sole trustee; 10,000 shares held by his wife; 35 shares held by the Maurice Marciano Gift Trust FBO Caroline Marciano of which Maurice Marciano is sole trustee; 11,050,000 shares held by the

(1) Marciano Financial Holdings II, LLC ("MFH") of which the MMT is a member; and 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.

Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 4,608,409 shares held by the Maurice Marciano Trust (2000 Restatement) (the "MMT") of which Maurice Marciano is sole trustee; 10,000 shares held by his wife; 35 shares held by the Maurice Marciano Gift Trust FBO Caroline Marciano of which Maurice Marciano is sole trustee; 11,050,000 shares held by the

(2) Marciano Financial Holdings II, LLC ("MFH") of which the MMT is a member; and 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.

Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 4,605,309 shares held by the Maurice Marciano Trust (2000 Restatement) (the "MMT") of which Maurice Marciano is sole trustee; 10,000 shares held by his wife; 35 shares held by the Maurice Marciano Gift Trust FBO Caroline Marciano of which Maurice Marciano is sole trustee; 11,050,000 shares held by the

(3) Marciano Financial Holdings II, LLC ("MFH") of which the MMT is a member; and 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.

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(4) Marciano Financial Holdings II, LLC ("MFH") of which the MMT is a member; and 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.

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(5) Marciano Financial Holdings II, LLC ("MFH") of which the MMT is a member; and 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.

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(7) Marciano Financial Holdings II, LLC ("MFH") of which the MMT is a member; and 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.

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beneficial owner of such shares.

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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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