

GUESS INC
Form 4
January 13, 2015

FORM 4

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

OMB APPROVAL

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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 PAUL

(Last) (First) (Middle)
C/O GUESS?, INC., 1444 S.
ALAMEDA STREET
(Street)

LOS ANGELES, CA 90021

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
GUESS INC [GES]

3. Date of Earliest Transaction
(Month/Day/Year)
01/09/2015

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)
Vice Chairman and 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	09/04/2014		G	V	293,125	A	\$ 0	370,309	I	by Nonexempt Gift Trust (1)
Common Stock	09/08/2014		G	V	83,937	D	\$ 0	339,005 (2)	I	by G Financial Holdings II, LLC (3)
Common Stock	10/15/2014		G	V	66,880	D	\$ 0	0 (2)	I	by G4 GRAT (4)
	01/09/2015		S		200,000	D			I	

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Common Stock	\$ 20.89 ⁽⁵⁾	8,430,002 ⁽²⁾		by Paul Marciano Trust ⁽⁶⁾
Common Stock		255,192 ⁽²⁾	D	
Common Stock		349,491 ⁽²⁾	I	by PM Special Exempt Trust ⁽⁷⁾
Common Stock		170,666	I	by G Financial Holdings, LLC ⁽⁸⁾
Common Stock		1,481,700	I	by NRG Capital Holdings, LLC ⁽⁹⁾
Common Stock		105,977	I	by Exempt Gift Trust ⁽¹⁰⁾

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

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(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
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

Reporting Owners

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

Signatures

/s/ Jason T. Milller
(Attorney-in-fact)

01/13/2015

__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).
- (1) Shares are held by the Nonexempt Gift Trust under the Next Step Trust, of which the reporting person is sole trustee. The reporting person disclaims beneficial ownership of these shares, except to the extent of his pecuniary interest therein.
 - (2) Reflects changes in form of ownership that are exempt pursuant to Rule 16a-13 under the Securities Exchange Act of 1934 since there was no change in pecuniary interest.
 - (3) Shares are held by G Financial Holdings II, LLC which is indirectly owned by the reporting person.
 - (4) Shares are held by the G4 GRAT, a grantor retained annuity trust of which the reporting person has sole investment power.
 - (5) The reported price represents the weighted average price for shares sold in multiple transactions ranging from \$20.80 to \$21.06. The details of the amounts and prices will be provided to the Issuer, any shareholders of the Issuer or the SEC on request.
 - (6) Shares held by the Paul Marciano Trust dated 2/20/86, a revocable trust of which the reporting person is the sole trustee and sole beneficiary and has the exclusive pecuniary interest.
 - (7) Shares are held by Paul Marciano Special Exempt Trust, of which the reporting person has sole investment power.
 - (8) Shares are held by G Financial Holdings, LLC which is indirectly owned by the reporting person.
 - (9) Shares are held by NRG Capital Holdings, LLC in accounts specifically allocated to trusts for the benefit of the reporting person and his minor children.
 - (10) Shares are held by Exempt Gift Trust under the Next Step Trust, of which the reporting person is sole trustee. The reporting person disclaims beneficial ownership of these shares, except to the extent of his pecuniary interest therein.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.