

- Infringement of Articles 7(3) and 59(2) of Regulation (EU) 2017/1001 of the European Parliament and of the Council with regard to the acquired distinctiveness of the trade mark at issue.

Action brought on 25 July 2023 — Hofstede Insights v EUIPO — Geert Hofstede (HOFSTEDE INSIGHTS)

(Case T-429/23)

(2023/C 321/71)

Language in which the application was lodged: English

Parties

Applicant: Hofstede Insights Oy (Helsinki, Finland) (represented by: A. Sevillano Orbegozo, lawyer)

Defendant: European Union Intellectual Property Office (EUIPO)

Other party to the proceedings before the Board of Appeal: Geert Hofstede BV (Meppel, Netherlands)

Details of the proceedings before EUIPO

Applicant of the trade mark at issue: Other party to the proceedings before the Board of Appeal

Trade mark at issue: Application for European Union word trade mark HOFSTEDE INSIGHTS — European Union trade mark application No 18 338 780

Procedure before EUIPO: Opposition proceedings

Contested decision: Decision of the Fifth Board of Appeal of EUIPO of 28 April 2023 in Case R 2128/2022-5

Form of order sought

The applicant claims that the Court should:

- annul the contested decision;
- order EUIPO to pay the costs.

Plea in law

- Infringement of Article 8(4) of Regulation (EU) 2017/1001 of the European Parliament and of the Council.

Action brought on 25 July 2023 — Universität Koblenz v EACEA

(Case T-432/23)

(2023/C 321/72)

Language of the case: German

Parties

Applicant: Universität Koblenz (represented by: R. Di Prato and C. von der Lüche, lawyers)

Defendant: European Education and Culture Executive Agency