



C/2023/35

9.10.2023

Action brought on 21 August 2023 — Giorgio Armani v EUIPO — Shenzhen City Chongzheng Technology (Representation of a stylised eagle)

(Case T-509/23)

(C/2023/35)

Language in which the application was lodged: Italian

Parties

Applicant: Giorgio Armani SpA (Milan, Italy) (represented by: I. Carli, lawyer)

Defendant: European Union Intellectual Property Office (EUIPO)

Other party to the proceedings before the Board of Appeal: Shenzhen City Chongzheng Technology Co. Ltd (Shenzhen, China)

Details of the proceedings before EUIPO

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

Trade mark at issue: Application for EU figurative mark (Representation of a stylised eagle) — Application for registration No 18 365 053

Proceedings before EUIPO: Opposition proceedings

Contested decision: Decision of the Second Board of Appeal of EUIPO of 16 June 2023 in Case R 1413/2022-2

Form of order sought

The applicant claims that the Court should:

- annul the contested decision;
- order EUIPO and the other party to the proceedings, if it joins as intervener, to pay the costs.

Pleas in law

- Infringement of Article 8(1)(b) of Regulation (EU) 2017/1001 of the European Parliament and of the Council;
- Infringement of Article 8(5) of Regulation (EU) 2017/1001 of the European Parliament and of the Council.