

— order EUIPO to pay the costs.

#### **Plea in law**

— Infringement of Regulation No 207/2009 as amended and the rules of law relating to its application, in particular, incorrect consideration of the likelihood of confusion of the trademarks in question.

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### **Action brought on 22 April 2016 — L'Oréal v EUIPO — Guinot (MASTER SMOKY)**

**(Case T-179/16)**

(2016/C 222/32)

*Language in which the application was lodged: French*

#### **Parties**

*Applicant:* L'Oréal (Paris, France) (represented by: T. de Haan and P. Péters, lawyers)

*Defendant:* European Union Intellectual Property Office (EUIPO)

*Other party to the proceedings before the Board of Appeal:* Guinot SAS (Paris, France)

#### **Details of the proceedings before EUIPO**

*Applicant of the trade mark at issue:* Applicant

*Trade mark at issue:* EU word mark 'MASTER SMOKY' — Application for registration No 11 567 104

*Procedure before EUIPO:* Opposition proceedings

*Contested decision:* Decision of the Fifth Board of Appeal of EUIPO of 23 February 2016 in Case R 2905/2014-5

#### **Form of order sought**

The applicant claims that the Court should:

- annul the contested decision;
- order EUIPO to pay the costs, including those incurred by the applicant for the purposes of the proceedings before the Fifth Board of Appeal of EUIPO.

#### **Plea in law**

— Infringement of Article 8(1)(b) read in conjunction with Article 75 of Regulation No 207/2009.

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### **Action brought on 22 April 2016 — L'Oréal v EUIPO — Guinot (MASTER SHAPE)**

**(Case T-180/16)**

(2016/C 222/33)

*Language in which the application was lodged: French*

#### **Parties**

*Applicant:* L'Oréal (Paris, France) (represented by: T. de Haan and P. Péters, lawyers)

*Defendant:* European Union Intellectual Property Office (EUIPO)

*Other party to the proceedings before the Board of Appeal:* Guinot SAS (Paris, France)

### **Details of the proceedings before EUIPO**

*Applicant of the trade mark at issue:* Applicant

*Trade mark at issue:* EU word mark 'MASTER SHAPE' — Application for registration No 11 566 262

*Procedure before EUIPO:* Opposition proceedings

*Contested decision:* Decision of the Fifth Board of Appeal of EUIPO of 23 February 2016 in Case R 2907/2014-5

### **Form of order sought**

The applicant claims that the Court should:

- annul the contested decision;
- order EUIPO to pay the costs, including those incurred by the applicant for the purposes of the proceedings before the Fifth Board of Appeal of EUIPO.

### **Plea in law**

- Infringement of Article 8(1)(b) read in conjunction with Article 75 of Regulation No 207/2009.

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**Action brought on 22 April 2016 — L'Oréal v EUIPO — Guinot (MASTER PRECISE)**

**(Case T-181/16)**

(2016/C 222/34)

*Language in which the application was lodged:* French

### **Parties**

*Applicant:* L'Oréal (Paris, France) (represented by: T. de Haan and P. Péters, lawyers)

*Defendant:* European Union Intellectual Property Office (EUIPO)

*Other party to the proceedings before the Board of Appeal:* Guinot SAS (Paris, France)

### **Details of the proceedings before EUIPO**

*Applicant of the trade mark at issue:* Applicant

*Trade mark at issue:* EU word mark 'MASTER PRECISE' — Application for registration No 11 567 203

*Procedure before EUIPO:* Opposition proceedings

*Contested decision:* Decision of the Fifth Board of Appeal of EUIPO of 23 February 2016 in Case R 2911/2014-5