

**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 DUO)****(Case T-182/16)****(2016/C 222/35)***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 DUO' — Application for registration No 11 577 574

*Procedure before EUIPO:* Opposition proceedings

*Contested decision:* Decision of the Fifth Board of Appeal of EUIPO of 23 February 2016 in Case R 2916/2014-5

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