

Action brought on 22 April 2016 — L'Oréal v EUIPO — Guinot (MASTER DRAMA)**(Case T-183/16)**

(2016/C 222/36)

*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 DRAMA' — Application for registration No 11 566 544*Procedure before EUIPO:* Opposition proceedings*Contested decision:* Decision of the Fifth Board of Appeal of EUIPO of 23 February 2016 in Case R 2500/2014-5**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.

Action brought on 26 April 2016 — repowermap v EUIPO — Repower (REPOWER)**(Case T-188/16)**

(2016/C 222/37)

*Language in which the application was lodged: French***Parties***Applicant:* repowermap.org (Bern, Switzerland) (represented by: P. González-Bueno Catalán de Ocón, lawyer)*Defendant:* European Union Intellectual Property Office (EUIPO)*Other party to the proceedings before the Board of Appeal:* Repower AG (Brusio, Switzerland)**Details of the proceedings before EUIPO***Proprietor of the trade mark at issue:* Other party to the proceedings before the Board of Appeal