

**Judgment of the General Court of 20 July 2016 — Internet Consulting v EUIPO Provincia Autonoma di Bolzano-Alto Adige (SUEDTIROL)**

(Case T-11/15) <sup>(1)</sup>

**(EU trade mark — Proceedings for a declaration of invalidity — EU word mark SUEDTIROL — Article 7(1)(c) and Article 52(1)(a) of Regulation (EC) No 207/2009 — Absolute ground for refusal — Geographical indication of origin — Descriptive character)**

(2016/C 326/44)

Language of the case: German

**Parties**

*Applicant:* Internet Consulting GmbH (Brunico, Italy) (represented by: L. Miori and A. Bertella, lawyers)

*Defendant:* European Union Intellectual Property Office (represented by: A. Schifko, acting as Agent)

*Other party to the proceedings before the Board of Appeal of EUIPO, intervening before the General Court:* Provincia Autonoma di Bolzano-Alto Adige (Italy) (represented by: C. Volkmann, lawyer) (Italy)

**Re:**

Action brought against the decision of the Grand Board of Appeal of EUIPO of 10 October 2014 (Case R 574/2013-G), relating to proceedings for a declaration of invalidity between the Provincia Autonoma di Bolzano-Alto Adige and Internet Consulting.

**Operative part of the judgment**

*The Court:*

1. Dismisses the action;
2. Orders Internet Consulting GmbH to pay the costs.

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<sup>(1)</sup> OJ C 73, 2.3.2015.

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**Judgment of the General Court of 20 July 2016 — Reisensthal v EUIPO (keep it easy)**

(Case T-308/15) <sup>(1)</sup>

**(EU trade mark — Application for word mark keep it easy — Absolute ground for refusal — Lack of distinctive character — Article 7(1)(b) of Regulation (EC) No 207/2009)**

(2016/C 326/45)

Language of the case: German

**Parties**

*Applicant:* Peter Reisensthal (Gilching, Germany) (represented by: E. A. Busse, lawyer)

*Defendant:* European Union Intellectual Property Office (represented by: A. Schifko, acting as Agent)

**Re:**

Action brought against the decision of the Fifth Board of Appeal of EUIPO of 26 March 2015 (Case R 2659/2014-5), concerning an application for registration of the word sign keep it easy as an EU trade mark.