

**Judgment of the General Court of 2 May 2018 — Alpine Welten Die Bergführer v EUIPO
(ALPINEWELTEN Die Bergführer)**

(Case T-428/17) ⁽¹⁾

(EU trade mark — Application for EU figurative mark ALPINEWELTEN Die Bergführer — Absolute ground for refusal — Descriptive character — Article 7(1)(c) of Regulation (EC) No 207/2009 (now Article 7(1)(c) of Regulation (EU) 2017/1001))

(2018/C 211/26)

Language of the case: German

Parties

Applicant: Alpine Welten Die Bergführer GmbH & Co. KG (Berghülen, Germany) (represented by: T.-C. Leisenberg, lawyer)

Defendant: European Union Intellectual Property Office (EUIPO) (represented by: W. Schramek and A. Söder, acting as Agents)

Re:

Action brought against the decision of the First Board of Appeal of EUIPO of 25 April 2017 (Case R 1339/2016-1), concerning an application for registration of the figurative sign ALPINEWELTEN Die Bergführer as an EU trade mark.

Operative part of the judgment

The Court:

1. Dismisses the action;
2. Orders Alpine Welten Die Bergführer GmbH & Co.KG to pay the costs.

⁽¹⁾ OJ C 277, 21.8.2017.

**Judgment of the General Court of 3 May 2018 — Laboratoires Majorelle v EUIPO — Jardin Majorelle
(LABORATOIRES MAJORELLE)**

(Case T-429/17) ⁽¹⁾

(EU trade mark — Opposition proceedings — Application for EU word mark LABORATOIRES MAJORELLE — Earlier EU word mark MAJORELLE — Relative ground for refusal — Likelihood of confusion — Article 8(1)(b) of Regulation (EC) No 207/2009 (now Article 8(1)(b) of Regulation (EU) 2017/1001) — Earlier trade marks — Division of the trade mark application — Article 44(6) of Regulation No 207/2009 (now Article 50(6) of Regulation 2017/1001))

(2018/C 211/27)

Language of the case: French

Parties

Applicant: Laboratoires Majorelle (Paris, France) (represented by: G. Odinot, lawyer)

Defendant: European Union Intellectual Property Office (represented by: A. Folliard-Monguiral, acting as Agent)

Other party to the proceedings before the Board of Appeal of EUIPO: Jardin Majorelle (Marrakech, Morocco)