

— 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.

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.

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)