



C/2024/2322

2.4.2024

**Action brought on 10 February 2024 — Impossible Foods v EUIPO — Impossible Foods  
(IMPOSSIBLE BAKERS)**

**(Case T-67/24)**

(C/2024/2322)

*Language in which the application was lodged: English*

**Parties**

*Applicant:* Impossible Foods Inc. (Redwood City, California, United States) (represented by: T. Cohen Jehoram, lawyer)

*Defendant:* European Union Intellectual Property Office

*Other party to the proceedings before the Board of Appeal:* Impossible Foods, SL (Barcelona, Spain)

**Details of the proceedings before EUIPO**

*Applicant of the trade mark at issue:* Other party to the proceedings before the Board of Appeal

*Trade mark at issue:* Application for European Union figurative mark IMPOSSIBLE BAKERS — Application for registration No 18 522 412

*Procedure before EUIPO:* Opposition proceedings

*Contested decision:* Decision of the Fifth Board of Appeal of EUIPO of 12 December 2023 in Case R 1754/2023-5

**Form of order sought**

The applicant claims that the Court should:

- annul the contested decision;
- order EUIPO to pay the costs of these proceedings.

**Plea in law**

- Infringement of Article 8(1)(b) of Regulation (EU) 2017/1001 of the European Parliament and of the Council.