



**Action brought on 8 March 2024 – Bouwbenodigheden Hoogeveen v EUIPO – Pürschel  
(BIENENBEISSER)**

**(Case T-144/24)**

(C/2024/2787)

*Language in which the application was lodged: English*

**Parties**

*Applicant:* Bouwbenodigheden Hoogeveen BV (Hoogeveen, Netherlands) (represented by: H. Roerdink, lawyer)

*Defendant:* European Union Intellectual Property Office

*Other party to the proceedings before the Board of Appeal:* Sören Pürschel (Frankfurt, Germany)

**Details of the proceedings before EUIPO**

*Proprietor of the trade mark at issue:* Applicant before the General Court

*Trade mark at issue:* European Union word mark BIENENBEISSER – European Union trade mark No 8 714 834

*Procedure before EUIPO:* Cancellation proceedings

*Contested decision:* Decision of the Fifth Board of Appeal of EUIPO of 9 January 2024 in Case R 793/2023-5

**Form of order sought**

The applicant claims that the Court should:

- partially annul the contested decision to the extent that the trade mark at issue was partially revoked for goods in Class 19;
- order EUIPO to pay the costs.

**Plea in law**

- Infringement of Article 58(l)(a) read together with Article 33(7) of Regulation (EU) 2017/1001 of the European Parliament and of the Council.