



C/2024/4585

29.7.2024

**Judgment of the General Court of 12 June 2024 – Google v EUIPO – EPay (GPAY)**

(Case T-78/23) <sup>(1)</sup>

**(EU trade mark – Opposition proceedings – Application for EU word mark GPAY – Earlier national figurative mark ePay – Relative ground for refusal – Likelihood of confusion – Article 8(1)(b) of Regulation (EU) 2017/1001)**

(C/2024/4585)

Language of the case: English

**Parties**

*Applicant:* Google LLC (Mountain View, California, United States) (represented by: C. Schmitt and M. Kinkeldey, lawyers)

*Defendant:* European Union Intellectual Property Office (represented by: D. Stoyanova-Valchanova and T. Frydendahl, acting as Agents)

*Other party to the proceedings before the Board of Appeal of EUIPO, intervener before the General Court:* EPay AD (Sofia, Bulgaria) (represented by: V. Pavlov and M. Lazarov, lawyers)

**Re:**

By its action under Article 263 TFEU, the applicant seeks annulment of the decision of the Fourth Board of Appeal of the European Union Intellectual Property Office (EUIPO) of 30 November 2022 (Case R 1761/2021-4).

**Operative part of the judgment**

The Court:

1. Dismisses the action;
2. Orders Google LLC to pay the costs.

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<sup>(1)</sup> OJ C 121, 3.4.2023.