



C/2025/4620

25.8.2025

Action brought on 2 July 2025 – CFL Australia v EUIPO – Gong cha Global (GOTCHA)

(Case T-420/25)

(C/2025/4620)

Language in which the application was lodged: English

Parties

Applicant: CFL Australia Pty Ltd (Melbourne, Australia) (represented by: P. Fibich, lawyer)

Defendant: European Union Intellectual Property Office

Other party to the proceedings before the Board of Appeal: Gong cha Global Ltd (London, United Kingdom)

Details of the proceedings before EUIPO

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

Trade mark at issue: International registration designating the European Union in respect of the word mark GOTCHA – International registration designating the European Union No 1 702 658

Procedure before EUIPO: Opposition proceedings

Contested decision: Decision of the Second Board of Appeal of EUIPO of 12 May 2025 in Case R 2191/2024-2

Form of order sought

The applicant claims that the Court should:

- annul the contested decision in its entirety;
- Order the European Union Intellectual Property Office to bear the costs incurred by the applicant in the present proceedings, in accordance with Article 134(1) of the Rules of Procedure of the General Court.

Pleas in law

- Infringement of Article 8(1)(b) of Regulation (EU) 2017/1001 of the European Parliament and of the Council;
- Infringement of Article 27(4) of Commission Delegated Regulation (EU) 2018/625.