



C/2025/5334

13.10.2025

Judgment of the General Court of 3 September 2025 – Princesse de Paris v EUIPO – Printsesa Sheih Khaled i s-ie (Princesse de Paris)

(Case T-525/24) ⁽¹⁾

(EU trade mark – Opposition proceedings – Application for EU word mark Princesse de Paris – Earlier national figurative mark Princess P Gold – Relative ground for refusal – Likelihood of confusion – Article 8(1)(b) of Regulation (EU) 2017/1001 – Proof of genuine use – Article 47(2) and (3) of Regulation 2017/1001)

(C/2025/5334)

Language of the case: French

Parties

Applicant: Princesse de Paris (Paris, France) (represented by: V. Guillon, lawyer)

Defendant: European Union Intellectual Property Office (represented by: V. Ruzek, acting as Agent)

Other party to the proceedings before the Board of Appeal of EUIPO: Printsesa Sheih Khaled i s ie OOD (Sofia, Bulgaria)

Re:

By its action under Article 263 TFEU, the applicant seeks annulment and alteration of the decision of the First Board of Appeal of the European Union Intellectual Property Office (EUIPO) of 14 August 2024 (Case R 1491/2023-1).

Operative part of the judgment

The Court:

1. Dismisses the action;
2. Orders each party to bear its own costs.

⁽¹⁾ OJ C, C/2024/7358, 16.12.2024.