



C/2025/5839

10.11.2025

Judgment of the General Court of 24 September 2025 – Manufaktur Jörg Geiger v EUIPO – Consorzio di Tutela della Denominazione di Origine Controllata ‘Prosecco’ (PriSecco)

(Case T-406/24) ⁽¹⁾

(EU trade mark – Invalidity proceedings – EU word mark PriSecco – Earlier PDO ‘Prosecco’ – Relative ground for invalidity – Article 8(4) and Article 53(1)(c) of Regulation (EC) No 207/2009 – Article 103(2)(b) of Regulation (EU) No 1308/2013 – Concept of ‘evocation’ of a PDO)

(C/2025/5839)

Language of the case: English

Parties

Applicant: Manufaktur Jörg Geiger GmbH (Schlat, Germany) (represented by: W. Heisrath, F. Dehn and C. Kleiner, lawyers)

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

Other party to the proceedings before the Board of Appeal of EUIPO, intervener before the General Court: Consorzio di Tutela della Denominazione di Origine Controllata ‘Prosecco’ (Treviso, Italy) (represented by: M. Mostardini, G. Galimberti, R. Tardiolo, C. Andreotta and F. Fili, lawyers)

Re:

By its action under Article 263 TFEU, the applicant seeks the annulment and, in essence, the alteration of the decision of the Fifth Board of Appeal of the European Union Intellectual Property Office (EUIPO) of 30 May 2024 (Case R 1454/2022-5).

Operative part of the judgment

The Court:

1. Dismisses the action;
2. Orders Manufaktur Jörg Geiger GmbH to bear its own costs and to pay those incurred by Consorzio di Tutela della Denominazione di Origine Controllata ‘Prosecco’;
3. Orders the European Union Intellectual Property Office (EUIPO) to bear its own costs.

⁽¹⁾ OJ C, C/2024/5430, 16.9.2024.