



C/2026/1208

9.3.2026

**Judgment of the General Court of 21 January 2026 – Universal Brand Group v EUIPO – Elon Group (Elton)**

**(Case T-561/24) <sup>(1)</sup>**

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

(C/2026/1208)

Language of the case: English

**Parties**

*Applicant:* Universal Brand Group Pty Ltd (Johannesburg, South Africa) (represented by: W. Pors, lawyer)

*Defendant:* European Union Intellectual Property Office (represented by: T. Frydendahl and V. Ruzek, acting as Agents)

*Other party to the proceedings before the Board of Appeal of EUIPO, intervener before the General Court:* Elon Group AB (Örebro, Sweden) (represented by: J. Norderyd and J. Nilsson, lawyers)

**Re:**

By its action under Article 263 TFEU, the applicant seeks the annulment and alteration of the decision of the Fifth Board of Appeal of the European Union Intellectual Property Office (EUIPO) of 19 August 2024 (Case R 2553/2023-5).

**Operative part of the judgment**

The Court:

1. Dismisses the action;
2. Orders Universal Brand Group Pty Ltd to pay the costs.

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<sup>(1)</sup> OJ C, C/2025/91, 6.1.2025.