



**Judgment of the General Court of 25 March 2026 – Team Beverage v EUIPO – Zurich Deutscher Herold Lebensversicherung (TEAM BEVERAGE)**

(Case T-17/25) <sup>(1)</sup>

**(EU trade mark – Opposition proceedings – EU figurative mark TEAM BEVERAGE – Earlier EU word mark TEAM – Request for suspension of the administrative proceedings – Rejection – Article 71(1)(a) and (b) of Delegated Regulation (EU) 2018/625 – Relative ground for refusal – Likelihood of confusion – Article 8(1)(b) of Regulation (EU) 2017/1001)**

(C/2026/2513)

Language of the case: German

**Parties**

*Applicant:* Team Beverage AG (Bremen, Germany) (represented by: O. Spieker and J. Selbmann-Romano, lawyers)

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

*Other party to the proceedings before the Board of Appeal of EUIPO, intervener before the General Court:* Zurich Deutscher Herold Lebensversicherung AG (Cologne, Germany) (represented by: F. Kramer, lawyer)

**Re:**

By its action under Article 263 TFEU, the applicant seeks the annulment of the decision of the Second Board of Appeal of the European Union Intellectual Property Office (EUIPO) of 11 November 2024 (Case R 1076/2024-2).

**Operative part of the judgment**

The Court:

1. Dismisses the action;
2. Orders Team Beverage AG to pay the costs.

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<sup>(1)</sup> OJ C C/2025/1125, 24.2.2025.