C/2026/4696

14.9.2026

Action brought on 22 July 2026 – Wąs v EUIPO – Haaland (HAALAND)

(Case T-460/26)

(C/2026/4696)

Language in which the application was lodged: English

Parties

Applicant: Michal Wąs (Brzezie, Poland) (represented by: J. Tendera, lawyer)

Defendant: European Union Intellectual Property Office

Other party to the proceedings before the Board of Appeal: Erling Braut Haaland (Oslo, Norway)

Details of the proceedings before EUIPO

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

Trade mark at issue: European Union word mark HAALAND – European Union trade mark No 18 791 282

Procedure before EUIPO: Cancellation proceedings

Contested decision: Decision of the Fifth Board of Appeal of EUIPO of 20 May 2026 in Case R 2077/2025-5

Form of order sought

The applicant claims that the Court should:

— annul the contested decision;

— consequently, set aside the decision of the Cancellation Division in invalidation application No C 65 359 or remit the case to EUIPO;

— order EUIPO and, where appropriate, the intervener to pay the costs;

— alternatively, annul the contested decision in part, in so far as in the invalidity proceedings it declared the trade mark at issue invalid in respect of goods and services unrelated to the applicant's field of activity or reputation.

Pleas in law

— Infringement of Article 59(1)(b) of Regulation (EU) 2017/1001 of the European Parliament and of the Council;

— Infringement of Article 296 of the Treaty on the Functioning of the European Union, in relation to the obligation to state reasons;

— Infringement of Article 94 of Regulation (EU) 2017/1001 of the European Parliament and of the Council;

— Infringement of Article 41 of the Charter of Fundamental Rights of the European Union, in relation to the right to a fair hearing and the principle of good administration;

— Infringement of the principle of proportionality.