



**Judgment of the General Court of 10 December 2025 – Savencia v EUIPO – Hofmeister (Shape of a cheese)**

(Case T-481/24) <sup>(1)</sup>

**(EU trade mark – Opposition proceedings – International registration designating the European Union – Three-dimensional mark in the shape of a cheese – Earlier three-dimensional national marks – Relative ground for refusal – Likelihood of confusion – Global assessment of the likelihood of confusion – Distinctive character of the earlier mark – Article 8(1)(b) of Regulation (EU) 2017/1001)**

(C/2026/643)

Language of the case: German

**Parties**

*Applicant:* Savencia SA (Viroflay, France) (represented by: G. Brox, F. Hagemann and A. Berger, lawyers)

*Defendant:* European Union Intellectual Property Office (represented by: T. Klee, acting as Agent)

*Other party to the proceedings before the Board of Appeal of EUIPO, intervener before the General Court:* Hofmeister Vermögensverwaltungs GmbH & Co. KG (Lauben, Germany) (represented by: F. Pfefferkorn, lawyer)

**Re:**

By its action under Article 263 TFEU, the applicant seeks the annulment of the decision of the Fifth Board of Appeal of the European Union Intellectual Property Office (EUIPO) of 8 July 2024 (Joined Cases R 1920/2022-5 and R 1941/2022-5).

**Operative part of the judgment**

The Court:

1. Annuls the decision of the Fifth Board of Appeal of the European Union Intellectual Property Office (EUIPO) of 8 July 2024 (Joined Cases R 1920/2022-5 and R 1941/2022-5);
2. Dismisses the action as to the remainder;
3. Orders EUIPO to bear its own costs and pay those incurred by Savencia SA for the purposes of the proceedings before the General Court;
4. Orders Hofmeister Vermögensverwaltungs GmbH & Co. KG to bear its own costs incurred in the proceedings before the General Court.

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<sup>(1)</sup> OJ C, C/2024/6447, 4. 11. 2024.