



C/2026/806

16.2.2026

**Judgment of the General Court of 17 December 2025 – Freixenet v EUIPO – Alvear (CB)**

(Case T-222/25) <sup>(1)</sup>

***(EU trade mark – Opposition proceedings – Application for registration of the EU figurative mark CB – Earlier national word mark C.B. – Relative ground for refusal – Likelihood of confusion – Article 8(1)(b) of Regulation (EU) 2017/1001 – Genuine use of the earlier mark – Article 47(2) of Regulation 2017/1001)***

(C/2026/806)

*Language of the case: Spanish*

**Parties**

*Applicant:* Freixenet, SA (Sant Sadurní d'Anoia, Spain) (represented by: J.M. Mora Cortés, lawyer)

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

*Other party to the proceedings before the Board of Appeal of EUIPO:* Alvear, SA (Montilla, Spain)

**Re:**

By its action under Article 263 TFEU, the applicant seeks the annulment of the decision of the First Board of Appeal of the European Union Intellectual Property Office (EUIPO) of 14 January 2025 (Case R 816/2014-1).

**Operative part of the judgment**

The Court:

1. Dismisses the action;
2. Orders Freixenet, SA and the European Union Intellectual Property Office (EUIPO) to each bear their own costs.

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<sup>(1)</sup> OJ C, C/2025/2908, 2.6.2025.