

2. Orders Puma SE to pay the costs.

⁽¹⁾ OJ C 165, 10.5.2016, p. 16.

Judgment of the General Court of 9 March 2017 — Marsh v EUIPO (ClaimsExcellence)

(Case T-308/16) ⁽¹⁾

(EU trade mark — Application for the EU word mark ClaimsExcellence — Absolute ground for refusal — Descriptiveness — Article 7(1)(c) of Regulation (EC) No 207/2009)

(2017/C 129/32)

Language of the case: German

Parties

Applicant: Marsh GmbH (Frankfurt am Main, Germany) (represented by: W. Riegger, lawyer)

Defendant: European Union Intellectual Property Office (represented by: R. Manea and D. Hanf, acting as Agents)

Objet

Action brought against the decision of the Fourth Board of Appeal of EUIPO of 8 April 2016 (Case R 2358/2015-4), concerning an application for registration of the word sign ClaimsExcellence as an EU trade mark.

Operative part of the judgment

The Court:

- 1) Dismisses the action;
- 2) Orders Marsh GmbH to pay the costs.

⁽¹⁾ OJ C 287, 8.8.2016.

Judgment of the General Court of 9 March 2017 — Maximum Play v EUIPO (MAXPLAY)

(Case T-400/16) ⁽¹⁾

(EU trade mark — Application for the EU word mark MAXPLAY — Absolute ground for refusal — Descriptiveness — Article 7(1)(c) of Regulation (EC) No 207/2009)

(2017/C 129/33)

Language of the case: English

Parties

Applicant: Maximum Play, Inc. (San Francisco, California, United States) (represented by: M. Graf, lawyer)

Defendant: European Union Intellectual Property Office (represented by: E. Zaera Cuadrado, acting as Agent)

Re:

Action brought against the decision of the Fourth Board of Appeal of EUIPO of 26 May 2016 (Case R 2273/2015-4), concerning an application for registration of the word sign MAXPLAY as an EU trade mark.