

2. Orders Colgate-Palmolive Co. to pay the costs.

⁽¹⁾ OJ C 296, 16.8.2016.

Judgment of the General Court of 7 December 2017 — Colgate-Palmolive v EUIPO (360°)

(Case T-333/16) ⁽¹⁾

(EU trade mark — Application for the EU figurative mark 360° — Absolute grounds for refusal — Descriptiveness — Article 7(1)(c) of Regulation (EC) No 207/2009 (now Article 7(1)(c) of Regulation (EU) 2017/1001) — Distinctive character acquired through use — Article 7(3) of Regulation No 207/2009 (now Article 7(3) of Regulation 2017/1001))

(2018/C 032/37)

Language of the case: English

Parties

Applicant: Colgate-Palmolive Co. (New York, New York, United States) (represented by: M. Zintler and A. Stolz, lawyers)

Defendant: European Union Intellectual Property Office (represented by: M. Rajh, acting as Agent)

Re:

Action brought against the decision of the Fourth Board of Appeal of EUIPO of 14 April 2016 (Case R 2287/2015-4), concerning an application for registration of the figurative sign 360° as an EU trade mark.

Operative part of the judgment

The Court:

1. Dismisses the action;
2. Orders Colgate-Palmolive Co. to pay the costs.

⁽¹⁾ OJ C 296, 16.8.2016.

Judgment of the General Court of 7 December 2017 — sheepworld v EUIPO (Alles wird gut)

(Case T-622/16) ⁽¹⁾

(EU trade mark — Application for the EU word mark Alles wird gut — Absolute ground for refusal — No distinctive character — Article 7(1)(b) of Regulation (EC) No 207/2009 (now Article 8(1)(b) of Regulation (EU) 2017/1001))

(2018/C 032/38)

Language of the case: German

Parties

Applicant: sheepworld AG (Ursensollen, Germany) (represented by: S. von Rüden, lawyer)

Defendant: European Union Intellectual Property Office (represented by: A. Schifko, acting as Agent)

Re:

Action brought against the decision of the Fourth Board of Appeal of EUIPO of 16 June 2016 (Case R 212/2016-4) concerning an application for registration of the word sign Alles wird gut as an EU trade mark.