

*Other parties to the proceedings:* European Union Intellectual Property Office (EUIPO), Guinot

### **Form of order sought**

- set aside the order of the General Court of the European Union of 26 June 2017 in Case T-179/16, EU:T:2017:445;
- refer the case back to the General Court of the European Union; and
- reserve the costs; in the alternative, order EUIPO to bear the appellant's costs in relation both to the appeal and to the proceedings at first instance.

### **Pleas in law and main arguments**

According to the appellant, the General Court distorted the facts and arguments which it had made before it and infringed Article 8(1)(b) of Regulation (EC) No 207/2009. <sup>(1)</sup>

<sup>(1)</sup> Council Regulation (EC) No 207/2009 of 26 February 2009 on the Community trade mark (OJ L 78, p. 1).

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**Appeal brought on 30 August 2017 by L'Oréal against the order of the General Court (First Chamber)  
delivered on 26 June 2017 in Case T-180/16 L'Oréal v European Union Intellectual Property Office  
(EUIPO)**

**(Case C-523/17 P)**

(2017/C 424/26)

*Language of the case: French*

### **Parties**

*Appellant:* L'Oréal (represented by: T. de Haan, P. Péters, lawyers)

*Other parties to the proceedings:* European Union Intellectual Property Office (EUIPO), Guinot

### **Form of order sought**

- set aside the order of the General Court of the European Union of 26 June 2017 in Case T-180/16, EU:T:2017:451;
- refer the case back to the General Court of the European Union; and
- reserve the costs; in the alternative, order EUIPO to bear the appellant's costs in relation both to the appeal and to the proceedings at first instance.

### **Pleas in law and main arguments**

According to the appellant, the General Court distorted the facts and arguments which it had made before it and infringed Article 8(1)(b) of Regulation (EC) No 207/2009. <sup>(1)</sup>

<sup>(1)</sup> Council Regulation (EC) No 207/2009 of 26 February 2009 on the Community trade mark (OJ L 78, p. 1).

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