

Action brought on 18 July 2017 — Sevenfriday v EUIPO — Seven (SEVENFRIDAY)**(Case T-448/17)**

(2017/C 300/43)

*Language in which the application was lodged: English***Parties**

Applicant: Sevenfriday AG (Zürich, Switzerland) (represented by: M. Mostardini, F. Mellucci, S. Pallavicini and G. Bellomo, lawyers)

Defendant: European Union Intellectual Property Office (EUIPO)

Other party to the proceedings before the Board of Appeal: Seven SpA (Leini, Italy)

Details of the proceedings before EUIPO

Applicant of the trade mark at issue: Applicant

Trade mark at issue: EU word mark 'SEVENFRIDAY' — Application for registration No 12 915 021

Procedure before EUIPO: Opposition proceedings

Contested decision: Decision of the Second Board of Appeal of EUIPO of 2 May 2017 in Case R 2291/2016-2

Form of order sought

The applicant claims that the Court should:

annul the contested decision insofar that it rejected the appeal lodged by Sevenfriday AG against the decision B2400482 of 7 October 2016 and consequently allow the application No 1105144 to proceed to registration as EU trade mark.

Plea in law

— Infringement of Article 8(1)(b) Regulation No 207/2009

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