

Judgment of the General Court of 12 July 2019 — Miles-Bramwell Executive Services v EUIPO (FREE)(Case T-113/18) ⁽¹⁾**(EU trade mark — Application for EU word mark FREE — Absolute ground for refusal — Lack of distinctive character — Article 7(1)(b) of Regulation (EU) 2017/1001)**

(2019/C 305/55)

*Language of the case: English***Parties**

Applicant: Miles-Bramwell Executive Services Ltd (Alfreton, United Kingdom) (represented initially by: J. Mellor QC, G. Parsons and A. Zapalowski, Solicitors, and subsequently by J. Mellor, G. Parsons and F. McConnell, Solicitors)

Defendant: European Union Intellectual Property Office (represented by: A. Folliard-Monguiral and H. O'Neill, acting as Agents)

Re:

Action brought against the decision of the First Board of Appeal of EUIPO of 27 November 2017 (Case R 2164/2016-1), relating to an application for registration of the word sign FREE as an EU trade mark.

Operative part of the judgment

The Court:

1. *Dismisses the action;*
2. *Orders Miles-Bramwell Executive Services Ltd to bear its own costs and to pay those incurred by the European Union Intellectual Property Office (EUIPO).*

⁽¹⁾ OJ C 152, 30.4.2018.

Judgment of the General Court of 12 July 2019 — Miles-Bramwell Executive Services v EUIPO (FREE)(Case T-114/18) ⁽¹⁾**(EU trade mark — Application for EU word mark FREE — Absolute ground for refusal — Lack of distinctive character — Article 7(1)(b) of Regulation (EU) 2017/1001)**

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