

**Judgment of the General Court of 12 July 2019 — Miles-Bramwell Executive Services v EUIPO (FREE)**(Case T-113/18) <sup>(1)</sup>**(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).*

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<sup>(1)</sup> 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) <sup>(1)</sup>**(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 305/56)

*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 2166/2016-1), 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).*

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(<sup>1</sup>) OJ C 152, 30.4.2018.

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**Judgment of the General Court of 26 June 2019 — Agencja Wydawnicza Technopol v EUIPO  
(200 PANORAMICZNYCH)**

**(Joined Cases T-117/18 to T-121/18) (<sup>1</sup>)**

***(EU trade mark — Applications for the EU word marks 200 PANORAMICZNYCH, 300 PANORAMICZNYCH, 400 PANORAMICZNYCH, 500 PANORAMICZNYCH and 1000 PANORAMICZNYCH — Absolute grounds for refusal — Descriptiveness — Article 7(1)(c) of Regulation (EU) 2017/1001 — No distinctive character acquired through use — Article 7(3) of Regulation 2017/1001 — No misuse of powers)***

(2019/C 305/57)

*Language of the case:* Polish

**Parties**

*Applicant:* Agencja Wydawnicza Technopol sp. z o.o. (Częstochowa, Poland) (represented by: C. Rogula, lawyer)

*Defendant:* European Union Intellectual Property Office (represented by: D. Walicka, acting as Agent)

**Re:**

Actions brought against five decisions of the Fifth Board of Appeal of EUIPO of 15 December 2017 (Cases R 2194/2016-5, R 2195/2016-5, R 2200/2016-5, R 2201/2016-5 and R 2208/2016-5), regarding applications for registration of the word signs 200 PANORAMICZNYCH, 300 PANORAMICZNYCH, 400 PANORAMICZNYCH, 500 PANORAMICZNYCH and 1000 PANORAMICZNYCH as EU trade marks.