# Judgment of the General Court of 17 January 2019 — Equity Cheque Capital Corporation v EUIPO (DIAMOND CARD)

(Case T-91/18) (1)

(EU trade mark — Application for EU figurative mark DIAMOND CARD — Absolute ground for refusal — Distinctive character — Article 7(1)(b) of Regulation (EU) 2017/1001)

(2019/C 93/77)

Language of the case: English

### **Parties**

Applicant: Equity Cheque Capital Corporation (Victoria, Canada) (represented by: I. Berkeley, Barrister, P. Wheeler and C. Rani, Solicitors)

Defendant: European Union Intellectual Property Office (represented by: M. Rajh and A. Folliard-Monguiral, acting as Agents)

#### Re:

Action brought against the decision of the Fourth Board of Appeal of EUIPO of 14 December 2017 (Case R 1544/2017-4), relating to an application for registration of the figurative sign DIAMOND CARD as an EU trade mark.

## Operative part of the judgment

The Court:

- 1. Dismisses the action;
- 2. Orders Equity Cheque Capital Corporation to pay the costs.

(1)	OJ	C	134,	16.4	.2018	8.
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Judgment of the General Court of 17 January 2019 — ETI Gıda Sanayi ve Ticaret v EUIPO — Grupo Bimbo (ETI Bumbo)

(Case T-368/18) (1)

(European Union trade mark — Opposition proceedings — Application for EU word mark ETI Bumbo — Earlier EU figurative mark BIMBO — Relative ground for refusal — Likelihood of confusion — Relevant public — Similarity of the signs — Distinctiveness of the earlier mark — Article 8(1)(b) of Regulation (EU) 2017/1001)

(2019/C 93/78)

Language of the case: Spanish

## **Parties**

Applicant: ETI Gıda Sanayi ve Ticaret AŞ (Eskişehir, Turkey) (represented by: D. Cañadas Arcas, P. Merino Baylos, D. Gómez Sánchez and N. Martínez de las Rivas Malagón, lawyers)

Defendant: European Union Intellectual Property Office (represented by: S. Palmero Cabezas and H. O'Neill, acting as Agents)

Other party to the proceedings before the Board of Appeal of EUIPO, intervener before the General Court: Grupo Bimbo, SAB de CV (Mexico, Mexico) (represented by: N. A. Fernández-Fernández-Pacheco, lawyer)

## Re:

Action brought against the decision of the First Board of Appeal of EUIPO of 11 April 2018 (Case R 1459/2017-1), relating to opposition proceedings between Grupo Bimbo and ETI Gıda Sanayi ve Ticaret.

# Operative part of the judgment

The Court:

- 1. Dismisses the action;
- 2. Orders ETI Gıda Sanayi ve Ticaret AŞ to pay the costs.
- (1) OJ C 276, 6.8.2018.

Order of the General Court of 16 January 2019 — Theodorakidi v EUIPO — Benopoulou (THYREOS VASSILIKI)

(Case T-160/18) (1)

(EU trade mark — Invalidity proceedings — EU figurative mark THYREOS VASSILIKI — Declaration of invalidity — Right to the name Vassiliki in Greece — Relative ground for invalidity regarding the infringement of the right to a name — Article 60(2)(a) of Regulation (EU) 2017/1001 — Action manifestly lacking any foundation in law)

(2019/C 93/79)

Language of the case: English

#### **Parties**

Applicant: Vassiliki Theodorakidi (Veroia, Greece) (represented by: F. Ikonomidou Ikonomou, lawyer)

Defendant: European Union Intellectual Property Office (represented by: E. Markakis, Agent)

Other party to the proceedings before the Board of Appeal of EUIPO: Vassiliki Benopoulou (Kifissia, Greece)

# Re:

Action brought against the decision of the Fourth Board of Appeal of EUIPO of 19 December 2017 (Case R 40/2017-4), relating to invalidity proceedings between Ms Benopoulou and Ms Theodorakidi.

## Operative part of the order

- 1. The action is dismissed.
- 2. Ms Vassiliki Theodorakidi shall bear her own costs and pay those of the European Union Intellectual Property Office (EUIPO).
- (1) OJ C 152, 30.4.2018.

Order of the General Court of 23 January 2019 — MLPS v Commission

(Case T-304/18) (1)

(Action for annulment and for failure to act — Decision to take no further action on a complaint — Refusal by the Commission to institute proceedings under Article 7 TEU — Act not open to challenge — No direct concern — Inadmissibility)

(2019/C 93/80)

Language of the case: French

## **Parties**

Applicant: Mouvement pour la liberté de la protection sociale (MLPS) (Paris, France) (represented by: M. Gibaud, lawyer)