



C/2024/3614

17.6.2024

Judgment of the General Court of 24 April 2024 – Daimler Truck v EUIPO (TRUCKS YOU CAN TRUST)

(Case T-548/23) ⁽¹⁾

(EU trade mark – Application for the EU word mark TRUCKS YOU CAN TRUST – Absolute ground for refusal – No distinctive character – Article 7(1)(b) of Regulation (EU) 2017/1001)

(C/2024/3614)

Language of the case: German

Parties

Applicant: Daimler Truck AG (Leinfelden-Echterdingen, Germany) (represented by: P. Kohl, lawyer)

Defendant: European Union Intellectual Property Office (represented by: T. Klee, acting as Agent)

Re:

By its action under Article 263 TFEU, the applicant seeks the annulment of the decision of the Second Board of Appeal of the European Union Intellectual Property Office (EUIPO) of 12 June 2023 (Case R 484/2023-2).

Operative part of the judgment

The Court:

1. Dismisses the action;
2. Orders Daimler Truck AG to bear its own costs;
3. Orders the European Union Intellectual Property Office (EUIPO) to bear its own costs.

⁽¹⁾ OJ C, C/2023/147, 16.10.2023.