



C/2025/562

3.2.2025

**Judgment of the General Court of 20 November 2024 – Jacob Cohen Company v EUIPO – Giada (613)**

**(Case T-1159/23) <sup>(1)</sup>**

***(EU trade mark – Opposition proceedings – Application for the EU word mark 613 – Earlier non-registered mark J613 – Relative grounds for refusal – Article 8(3) and (4) of Regulation (EU) 2017/1001 – Article 2(2)(b)(iv) of Delegated Regulation (EU) 2018/625)***

(C/2025/562)

*Language of the case: Italian*

**Parties**

*Applicant:* Jacob Cohen Company SpA (Milan, Italy) (represented by: L. Trevisan, G. Affer and F. Tamburrini, lawyers)

*Defendant:* European Union Intellectual Property Office (represented by: M. L. Capostagno and R. Raponi, acting as Agents)

*Other party to the proceedings before the Board of Appeal of EUIPO:* Giada SpA (Adria, Italy)

**Re:**

By its action under Article 263 TFEU, the applicant seeks the annulment of the decision of the Fifth Board of Appeal of the European Union Intellectual Property Office (EUIPO) of 9 October 2023 (Case R 1439/2022-5).

**Operative part of the judgment**

The Court:

1. Dismisses the action;
2. Orders Jacob Cohen Company SpA to pay the costs.

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<sup>(1)</sup> OJ C C/2024/1109, 5.2.2024.