

*Defendant:* European Union Intellectual Property Office (represented by: M. Fischer, D. Walicka, M. Eberl and A. Sesma Merino, acting as Agents)

**Re:**

Action brought against the decision of the First Board of Appeal of EUIPO of 7 December 2017 (Case R 847/2017-1) concerning the registration of the word mark fit+fun as an EU trade mark.

**Operative part of the judgment**

*The Court:*

1. Dismisses the action;
2. Orders Multifit Tiernahrungs GmbH to pay the costs.

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<sup>(1)</sup> OJ C 134, 16.4.2018.

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**Judgment of the General Court of 13 December 2018 — Multifit v EUIPO (MULTIFIT)**

(Case T-98/18) <sup>(1)</sup>

**(EU trade mark — Application for EU word mark MULTIFIT — Absolute ground for refusal — Lack of distinctiveness — Article 7(1)(b) of Regulation (EU) 2017/1001)**

(2019/C 82/67)

*Language of the case: German*

**Parties**

*Applicant:* Multifit Tiernahrungs GmbH (Krefeld, Germany) (represented by: N. Weber and L. Thiel, lawyers)

*Defendant:* European Union Intellectual Property Office (represented by: A. Sesma Merino, D. Walicka, M. Fischer and M. Eberl, acting as Agents)

**Re:**

Action brought against the decision of the First Board of Appeal of EUIPO of 15 November 2017 (Case R 846/2017-1), concerning an application for registration of the word sign MULTIFIT as a European Union trade mark.

**Operative part of the judgment**

*The Court:*

1. Dismisses the action;
2. Orders Multifit Tiernahrungs GmbH to pay the costs.

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<sup>(1)</sup> OJ C 134, 16.4.2018.

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**Judgment of the General Court of 13 December 2018 — Knauf v EUIPO (upgrade your personality)**

(Case T-102/18) <sup>(1)</sup>

**(EU trade mark — Application for EU word mark upgrade your personality — Absolute ground for refusal — Lack of distinctive character — Advertising slogan — Article 7(1)(b) of Regulation (EU) 2017/1001)**

(2019/C 82/68)

*Language of the case: German*

**Parties**

*Applicant:* Martin Knauf (Berlin, Germany) (represented by: H. Jaeger, lawyer)