

Form of order sought

The applicant claims that the Court should:

- annul the contested decision;
- order EUIPO to pay the costs of the present action, including the costs incurred by the applicant in the proceedings before the examiner and before the Second Board of Appeal of EUIPO.

Pleas in law

- Infringement of Article 71(1), read in conjunction with Article 95(1), of Regulation (EU) 2017/1001 of the European Parliament and of the Council;
- Lack of assessment of a fact relevant to registration of the contested mark;
- Lack of impartiality and care in the assessment of the meaning of the contested mark and of the perception of that mark on the part of the relevant public;
- Infringement of Article 7(1)(f), read in conjunction with Article 7(2), of Regulation (EU) 2017/1001 of the European Parliament and of the Council;
- Misidentification of the relevant public and of the perception of the contested mark;
- Mark not contrary to public policy.

**Action brought on 16 November 2018 — Apple v EUIPO — Society for Worldwide Interbank
Financial Telecommunication (SWIFT)**

(Case T-685/18)

(2019/C 25/74)

Language of the case: English

Parties

Applicant: Apple Inc. (Cupertino, California, United States) (represented by: J. Olsen and P. Andreottola, Solicitors)

Defendant: European Union Intellectual Property Office (EUIPO)

Other party to the proceedings before the Board of Appeal: Society for Worldwide Interbank Financial Telecommunication SCRL (La Hulpe, Belgium)

Details of the proceedings before EUIPO

Applicant of the trade mark at issue: Applicant before the General Court

Trade mark at issue: Application for European Union word mark SWIFT — Application for registration No 13 370 861

Procedure before EUIPO: Opposition proceedings

Contested decision: Decision of the Fifth Board of Appeal of EUIPO of 30 August 2018 in Case R 476/2018-5

Form of order sought

The applicant claims that the Court should:

- annul the contested decision;
- uphold the applicant's appeal against the contested decision in its entirety;
- order EUIPO to pay the costs of the applicant.

Plea in law

- Infringement of Article 8(1) of Regulation (EU) 2017/1001 of the European Parliament and of the Council.

Action brought on 19 November 2018 — LegalCareers v EUIPO (LEGALCAREERS)**(Case T-686/18)**

(2019/C 25/75)

*Language of the case: German***Parties**

Applicant: LegalCareers GmbH (Cologne, Germany) (represented by: M. Nielen, lawyer)

Defendant: European Union Intellectual Property Office (EUIPO)

Details of the proceedings before EUIPO

Mark at issue: Application for registration of EU figurative mark LEGALCAREERS — Application No 9 978 594

Contested decision: Decision of the Fourth Board of Appeal of EUIPO of 17 September 2018 in Case R 234/2018-4

Form of order sought

The applicant claims that the Court should:

- annul the contested decision;
- order EUIPO to pay the costs.

Pleas in law

- Infringement of Article 7(1)(b) and (c) of Regulation (EU) 2017/1001 of the European Parliament and of the Council;
 - Infringement of Article 7(2) of Regulation (EU) 2017/1001 of the European Parliament and of the Council.
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