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2. Orders Marc Folschette, Tetyana Grygorenko and Professional Business Solutions SA to pay the costs.

(<sup>1</sup>) OJ C 61, 24.2.2020.

# Judgment of the General Court of 20 January 2021 — Oatly v EUIPO (IT'S LIKE MILK BUT MADE FOR HUMANS)

(Case T-253/20) (1)

(EU trade mark — Application for the EU word mark IT'S LIKE MILK BUT MADE FOR HUMANS — Absolute ground for refusal — Distinctive character — Article 7(1)(b) of Regulation (EU) 2017/1001)

(2021/C 72/37)

Language of the case: English

## Parties

Applicant: Oatly AB (Malmö, Sweden) (represented by: M. Johansson, lawyer)

Defendant: European Union Intellectual Property Office (represented by: J. Ivanauskas and V. Ruzek, acting as Agents)

#### Re:

Action brought against the decision of the Fifth Board of Appeal of EUIPO of 7 February 2020 (Case R 2446/2019-5), regarding an application for registration of the word sign IT'S LIKE MILK BUT MADE FOR HUMANS as an EU trade mark.

#### Operative part of the judgment

The Court:

- 1. Annuls the decision of the Fifth Board of Appeal of the European Union Intellectual Property Office (EUIPO) of 7 February 2020 (Case R 2446/2019-5), regarding an application for registration of the word sign IT'S LIKE MILK BUT MADE FOR HUMANS as an EU trade mark;
- 2. Orders EUIPO to bear its own costs and to pay those incurred by Oatly AB.

(1) OJ C 215, 29.6.2020.

Judgment of the General Court of 20 January 2021 — Crevier v EUIPO (air freshener)

(Case T-276/20) (1)

(Community design — Application for a Community design representing an air freshener — Non-compliance with a time limit vis-à-vis EUIPO — Application for restitutio in integrum — Article 67 (1) of Regulation (EC) No 6/2002 — Duty of care)

(2021/C 72/38)

Language of the case: English

## Parties

Applicant: Jeffrey Scott Crevier (Fort Lauderdale, Florida, United States) (represented by: M. Kime, Barrister)

Defendant: European Union Intellectual Property Office (represented by: R. Cottrell, A. Folliard-Monguiral and V. Ruzek, acting as Agents)