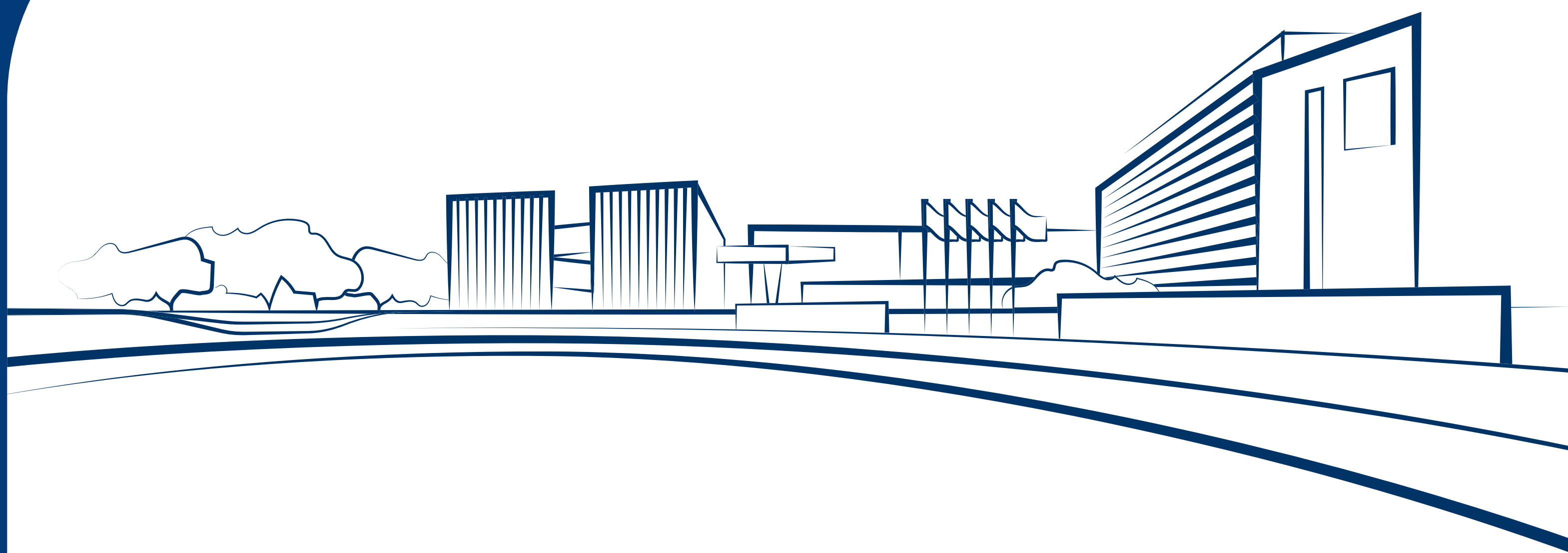


EUIPO News

Quarter 1 2025



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MESSAGE FROM THE EXECUTIVE DIRECTOR



The first quarter of 2025 has been a dynamic and promising start to the year. On 1 January, we launched our 2030 Strategic Plan (SP2030), setting a clear vision for the future of the intellectual property (IP) system in Europe. The swift roll-out and enthusiastic reception from our partners and stakeholders have been encouraging, and I am confident that the progress we have made so far will continue to shape a more innovative, inclusive and efficient IP system.

This optimism is reinforced by a 2.9 % increase in European Union trade mark (EUTM) applications, building on the strong momentum of 2024. This growth reflects continued confidence in the European IP system. At the same time, the number of design applications slightly increased in the first quarter of 2025 by 0.3%.

These trends, coupled with an increasingly dynamic geopolitical context, serve as a clear reminder of the need to remain adaptable and vigilant. Ensuring stability and resilience in the face of uncertainty will be essential in the months ahead.

Our work on legislative reform continues to advance. With the new design legislation set to take effect on 1 May, we are actively preparing for its implementation. This includes the transition from the registered Community design ('RCD') to

the registered EU design ('REUD'), modernising the framework to support innovation. Our efforts focus on harmonising IT systems and best practices with national authorities, while actively engaging businesses and designers to help them maximise the benefits of the new system.

We are also preparing for our new competency in craft and industrial geographical indications (CIGIs), with applications set to open on 1 December. To support a smooth transition, we are developing the GI Portal and Union Register for GIs, training national authorities and launching awareness campaigns to ensure effective implementation in collaboration with the EU Member States.

Dialogue with users of the CIGI system remains central to these efforts. In January, we hosted the geographical indication (GI) conference, 'Safeguarding our Heritage, Cultivating our Future', which brought together over 2 000 participants in person and online – our largest-ever event in Alicante. The high turnout underscores the growing importance of GIs and their role in economic and cultural sustainability.

Further reinforcing this commitment, we visited the Thuringia region in Germany with MEP Marion Walsmann, engaging directly with CIGI producers and manufacturers. These discussions provided valuable insights that will shape our ongoing work in supporting and protecting GIs across Europe, ensuring that this system continues to benefit producers, consumers and regional economies alike.

Furthermore, we have strengthened cooperation within the European Union Intellectual Property Network (EUIPN) and have revamped our European Cooperation Projects, taking significant steps towards greater collaboration, harnessing shared resources, supporting the digital transformation and providing tailored support to businesses. A major milestone in

this transformation was the launch of our Virtual Communities in February, replacing traditional working groups with agile, real-time collaboration. These communities will foster deeper knowledge-sharing, innovation and engagement, transforming the EUIPN from a network into a truly connected community.

International cooperation also remains a significant aspect of our work. Our recent mission to Brazil for the IP Key Latin America Summit provided a valuable opportunity to strengthen regional collaboration. In bilateral meetings with the heads of IP offices, we discussed shared challenges and explored new avenues for future cooperation. The visit also facilitated discussions on establishing IP alliances with like-minded offices to address common challenges in the global IP and innovation landscape. Beyond these strategic engagements, our parallel activities with small and medium-sized enterprises (SMEs), young entrepreneurs and women have exemplified our commitment to fostering a more inclusive, innovation-driven IP system, ensuring that diverse voices are heard and supported.

Closer to home, we continue to strengthen our cooperation with the European Parliament. In February, we were pleased to welcome JURI Committee Chair Ilhan Kyuchyuk, along with fellow Members of European Parliament (MEPs) Maravillas Abadía Jover and Leire Pajín, to the EUIPO. The visit provided an opportunity to showcase our work and future initiatives, while discussions focused on the vital role of IP in fostering innovation, enhancing competitiveness and driving economic growth. Strengthening this dialogue ensures that IP remains a priority on the

EU's strategic agenda, supporting businesses, creators and the broader innovation sector.

Engaging with stakeholders across the IP landscape is crucial to our mission. Recent meetings with ECTA and ANDEMA, as well as our participation in the UNIFAB European Intellectual Property Forum, reaffirm our commitment to aligning our work with user needs. IP rights are only as valuable as our ability to enforce them, and we continue to support businesses in protecting their innovations through stronger enforcement mechanisms and cooperation.

Ensuring that the IP system is inclusive and accessible to all is a key pillar of the SP2030. As we marked International Women's Day on 8 March, we reflected on the progress made – and the challenges that remain – in achieving equal opportunities for all. This commitment begins within our own organisation. We are proud to launch the Committee on Diversity, bringing together staff to drive concrete actions on gender equality, diversity and inclusion within the EUIPO. Beyond our institution, we are dedicated to removing barriers in the IP system through targeted awareness campaigns and dedicated support for female entrepreneurs and designers. By fostering a more diverse and inclusive innovation system, we can unlock new opportunities, enhance competitiveness and drive sustainable growth for the benefit of all.

The first quarter of 2025 has laid a strong foundation for the months ahead. We look forward to building on this momentum, working together to shape the future of IP in Europe and beyond.

NEW FILING TRENDS

Up to 30/03/2025, Direct EUTM filings grew by 2.9%, and International Registration (IR) filings saw a notable increase of 24.6%, resulting in an overall growth of 5.9% compared to the same period of the previous year. As for Designs, Direct filings increased by 0.3%, and International

Registration (IRD) filings rose by 15.9%, leading to a total growth of 2.6% compared to the same period of the previous year.

SP2030 UPDATES AND PROGRESS

The beginning of the SP2030 is progressing as planned, with core business activities already at full speed and specific investments finalising preparatory tasks or even starting the initial stages of their delivery plans. Q1 has been a crucial

month to ensure the Office teams' alignment around the new strategic goals and establishing the different collaborations necessary to achieve our 2025 objectives.

TOP NEWS

EUIPO and AI

The EUIPO has been at the forefront of leveraging Artificial Intelligence to enhance its operations.

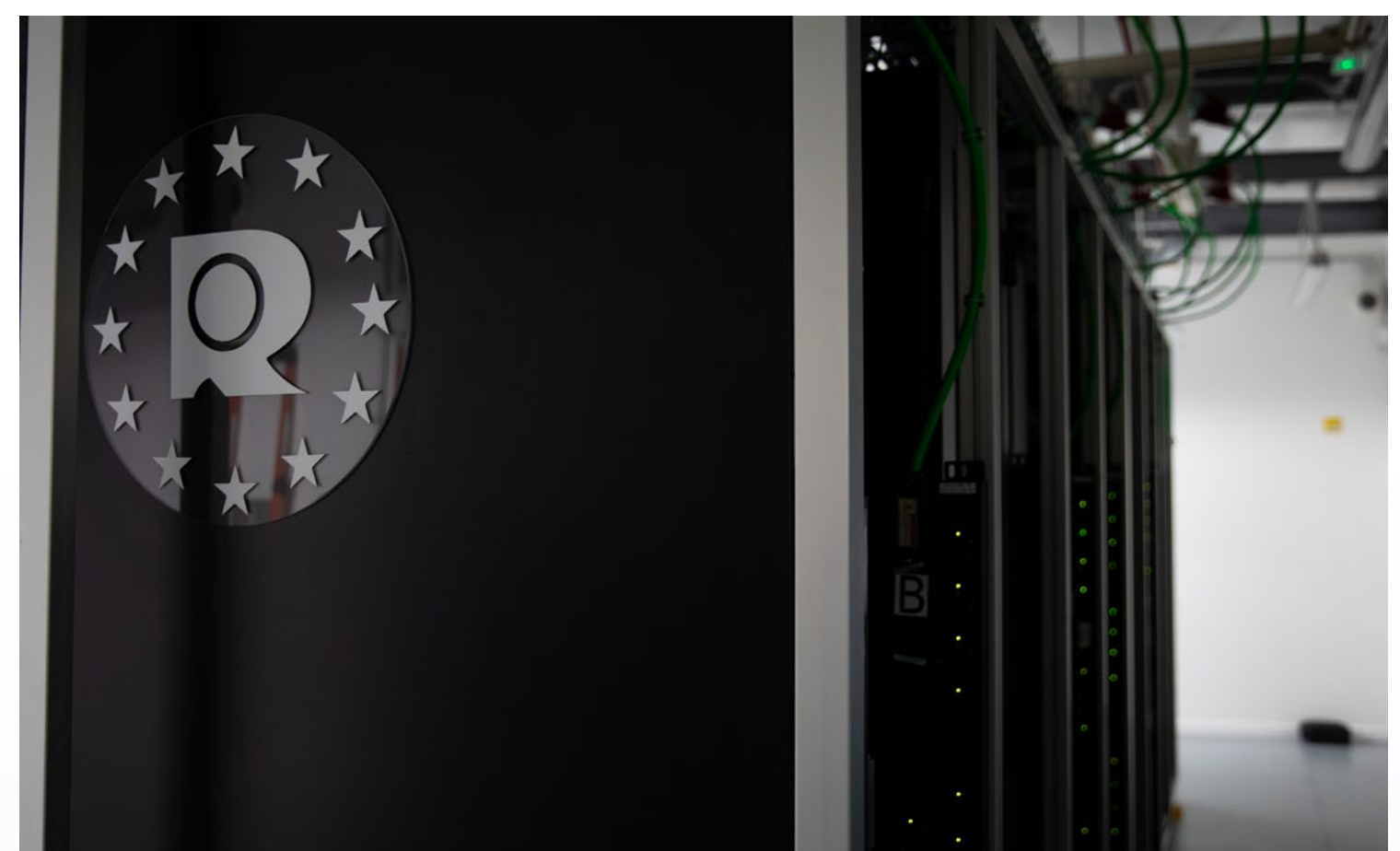
The Strategic Plan 2030 establishes an AI Governance framework, which adopts a human-centric approach to introducing AI, aligned with the EU AI Act. This ensures responsible use of AI, providing full explainability and transparency. The Office is exploring numerous AI tools to improve internal processes and user experience, with a focus on supporting examiners in critical analysis and decision-making. As of the entry into force of SP2030, significant steps have already been taken to ensure responsible use of AI at the EUIPO, including the establishment of a centralised repository of AI tools and services and the adoption of clear guidelines and procedures for AI Implementation.

AI solutions will assist in aspects such as comparison of goods and services, sign comparison, and translation, enabling examiners to focus on high-value tasks. Additionally, AI-powered tools will be used in inter partes proceedings, streamlining communication and procedures. Users will benefit from faster and more coherent proceedings, as well as AI-based pre-assessment and pre-filing tools that flag potential issues and offer predictive analysis.

In line with its commitment to collaboration and innovation, the EUIPO is sharing knowledge, exchanging expertise, avoiding duplications, and supporting the drive to innovation through its AI initiatives. The AI solutions developed by the Office are designed to be flexible, adaptable,

and easy to share, facilitating cooperation and the dissemination of best practices among stakeholders.

As the deployment of AI in IP continues to escalate, stakeholder collaboration is imperative to maximise its benefits. Through cooperation and the sharing of best practices, IP offices can ensure that AI is utilised in a responsible and effective manner, ultimately yielding improved outcomes for all parties.



The Geographical Indications Conference celebrates heritage and future with overwhelming participation

With great success, the third edition of the [Geographical Indications Conference based on the premise 'Safeguarding Heritage, Cultivating Future'](#), took place at the EUIPO premises in Alicante. During the two-day hybrid event held on 28-29 January, around 2 000 participants had the opportunity to participate in various panels, sessions and discussions.

During the conference, topics such as the importance of CIGIs, the enforcement of their protection, and the challenges and opportunities related to them, were the main things discussed. Considering the recently signed revised Administrative Agreement between the EUIPO and DG AGRI to strengthen GIs in the EU, this conference marks a milestone for the EUIPO.

In addition, and within the scope of the conference, the EUIPO and the European Commission, co-organised a photography exhibition in the heart of Alicante. Featuring photos of crafts, industrial and agricultural products, the exhibition provided information about the origin and production processes of the products. It also underlined the value of GIs as a seal of quality and authenticity.



The 2025 DesignEuropa Awards: a record year for innovation and creativity

The application period for the prestigious 2025 DesignEuropa Awards closed on 28 February, marking a year of remarkable growth and significant participation. Having received over 1 200 candidates from 48 countries, the increasing recognition of design excellence across Europe can be confirmed. Statistics show that Italy leads the way with 189 candidate nominations, followed closely by Germany (178), France (111), Spain (104) and Poland (85).

One of the most notable trends observed during this application period is the substantial increase in applications from the next generation of designers, with a fourfold rise compared to last year. This significant growth underscores the increasing engagement and interest among young professionals and reinforces the role of the DesignEuropa Awards in shaping the future of design.

The next steps for the DesignEuropa Awards will see the shortlisted candidates presented to the jury at the upcoming jury meeting in early April.

See you in Copenhagen on 23 September 2025 for the Design Europa Awards ceremony!

[Design Europa Awards website](#)



Landmark IP Key Latin America Summit in Rio

The EUIPO has reaffirmed its commitment to strengthening global IP alliances, particularly with Latin America, the EU's fifth-largest trading partner. The recent IP Key Latin America Summit in Rio de Janeiro that took place on 3-5 February highlighted the vital role of intellectual property in driving innovation, economic growth, and investment in the region.

The summit celebrated seven years of achievements, including workshops, seminars, and enforcement support, which have strengthened IP systems and created new opportunities for businesses, especially SMEs. The EUIPO has signed five Memoranda of Understanding with IP offices in Paraguay, Ecuador, El Salvador, Costa Rica, and the Comunidad Andina, deepening engagement and fostering a more integrated IP framework across Latin America.

The EUIPO also participated in side events on promoting IP for SMEs and IP inclusivity with designers, youth and women innovators. These sessions aimed to shape the future of a more accessible and dynamic IP system.



PAST INSTITUTIONAL EVENTS

15 January 2025: Bilateral with EPI

The Executive Director, João Negrão welcomed representatives of the Institute of European Professional Representatives before the European Patent Office (EPI), with the presence, among others, of the EPI President, Peter Thomsen to the Office's headquarters in Alicante.

The Office's recent IP Contribution study, highlights the significant economic benefits of owning a diverse bundle of IP rights. Firms that own patents, trade marks, and designs generate 40% higher revenue per employee compared to those without IP rights.

17 February 2025: Bilateral Meeting with the Secretary of State of Security of Spain

Rafael Pérez Ruiz, Secretary of State of Security of Spain visited the EUIPO headquarters in Alicante. The main objectives of the meeting were to provide information on the activities of the Operational Action Plan against Intellectual Property Crime of the EMPACT 2022-2025 cycle and to highlight the collaboration with law enforcement agencies in relation to access to the IPEP platform.

21 February 2025: Bilateral Meeting with the Swedish Intellectual Property Office (PRV)

A virtual meeting between João Negrão, Executive Director of the EUIPO, Sandris Laganovskis, Director of the Cooperation and Partnerships Department and Anna Jardfelt, Director General of PRV, took place to discuss the EUIPO Strategic Plan 2030 and the latest developments at the PRV. The meeting also covered key developments, ongoing collaboration, partnership priorities, and Sweden's representation within EUIPO.

24-25 February 2025: Visit of the Committee on Legal Affairs (JURI)

The newly appointed JURI MEPs visited the EUIPO to gain insight into the Office's current work and discuss upcoming challenges. Key priorities, including the implementation of the SP2030 strategic plan, geographical indications of craft and industrial products, and EU design law modernisation, were reviewed. Discussions also covered the European Observatory on IP rights infringements, initiatives supporting EU business competitiveness, and the integration of AI.

20-21 March 2025: IP Attachés Visit

The EUIPO, in collaboration with the Polish Presidency of the Council of the European Union, hosted a visit by intellectual property attachés at its premises in Alicante. The visit aimed to provide participants with an in-depth understanding of the EUIPO's role and activities, including the Strategic Plan 2030. Key topics discussed included the EUIPO's contribution to EU business competitiveness, the new framework for craft and industrial geographical indications, and future European Commission initiatives on IP.

UPCOMING INSTITUTIONAL EVENTS

6-7 May: EUIPN Annual cooperation meeting

The 2025 EUIPN Annual Cooperation Meeting will take place on 6-7 May in Limassol (Cyprus). Jointly organised by the EUIPO and the Department of Registrar of Companies and Intellectual Property of the Republic of Cyprus, the EUIPN Annual Cooperation Meeting serves as the framework for high-level discussions on intellectual property current trends. It is a forum where the EUIPO, the Member States Intellectual Property Offices and the Benelux Office for Intellectual Property meet to engage in lively exchanges on various topics, including artificial intelligence and IP.



3-5 June: EUIPO MB/BC meeting

The MB/BC meetings will take place on 3-5 June at EUIPO premises in Alicante. At its Management Board, Joint Session and Budget Committee the Members adopt decisions and strategic documents of the Office which are published at the governance section of EUIPO website. Representatives from Member States, the European Commission and the European Parliament participate in the three meetings.

June 12 and 13: IP Enforcement Summit

The EUIPO invites you to save the date (12-13 June) for the sixth edition of the IP Enforcement Summit that will take place in Athens, Greece. The summit will welcome prominent European and international decision makers, law enforcement authorities, multinational companies, SMEs and consumer representatives.

The aim of the discussions will be to address the pressing challenges of IP enforcement in the digital age, focusing on SMEs. The participants will also explore strategies on how to enhance IP rights enforcement in the EU and internationally,

ensuring a secure flow of world trade and safeguarding public and consumer safety. Furthermore, the discussions will spotlight effective solutions and exemplary cooperation methods aimed at preserving the international innovative and creative landscape by countering both the existing and emerging practices of IP crime.

[Get more information and download the programme](#)

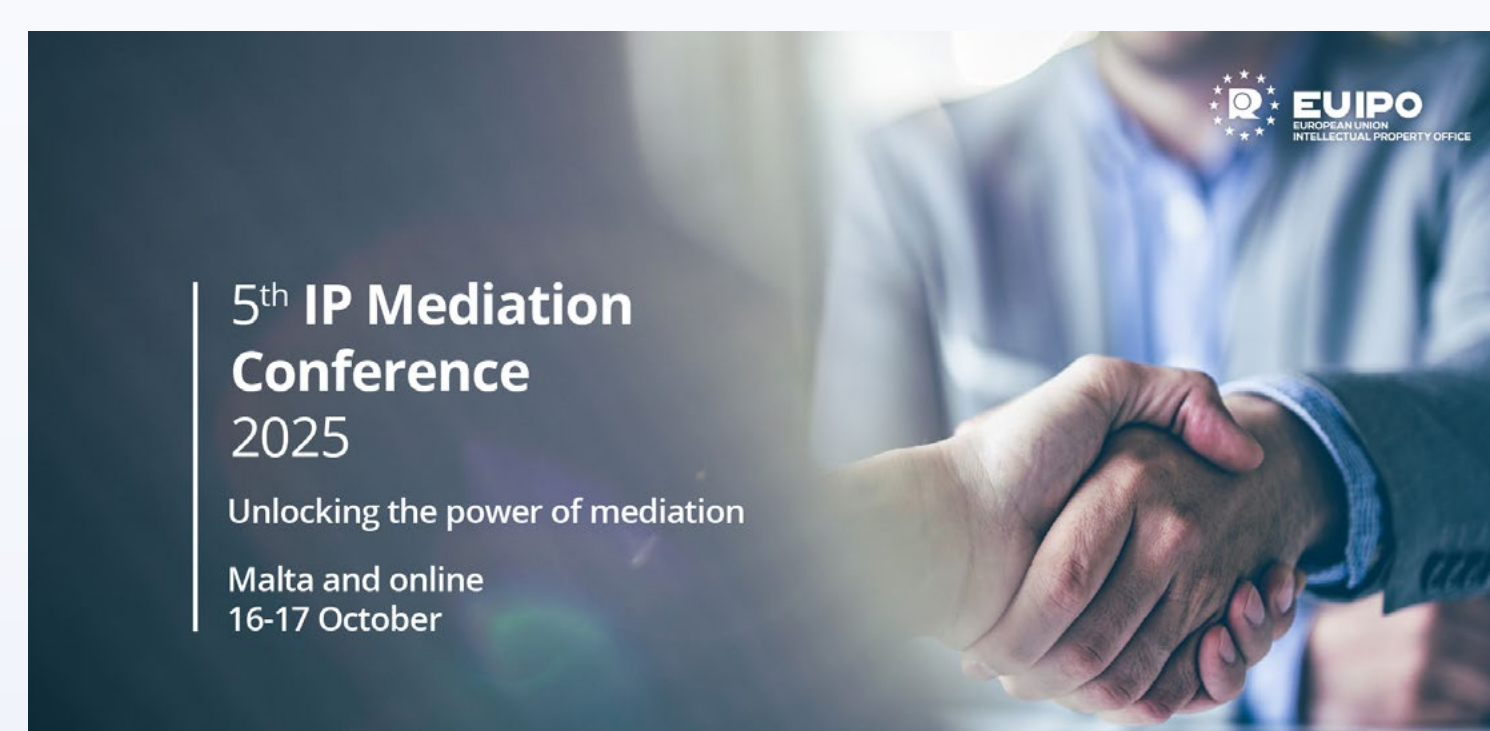


October 16 and 17: IP Mediation Conference: registration open!

The EUIPO is organising the fifth edition of the IP Mediation Conference hosted by the Boards of Appeal on 16 and 17 October 2025 in Malta. This hybrid event will offer both in-person and online participation.

The IP Mediation Conference gathers a diverse range of stakeholders committed to mediation and alternative dispute resolution (ADR) mechanisms. Participants include judges, lawyers, in-house counsels, mediators, business leaders, ADR training providers and representatives from IP offices, EU institutions and academia. The event provides an unparalleled opportunity to exchange knowledge, best practices and future trends in the field of IP mediation.

[Read more](#)



EUROPEAN COOPERATION

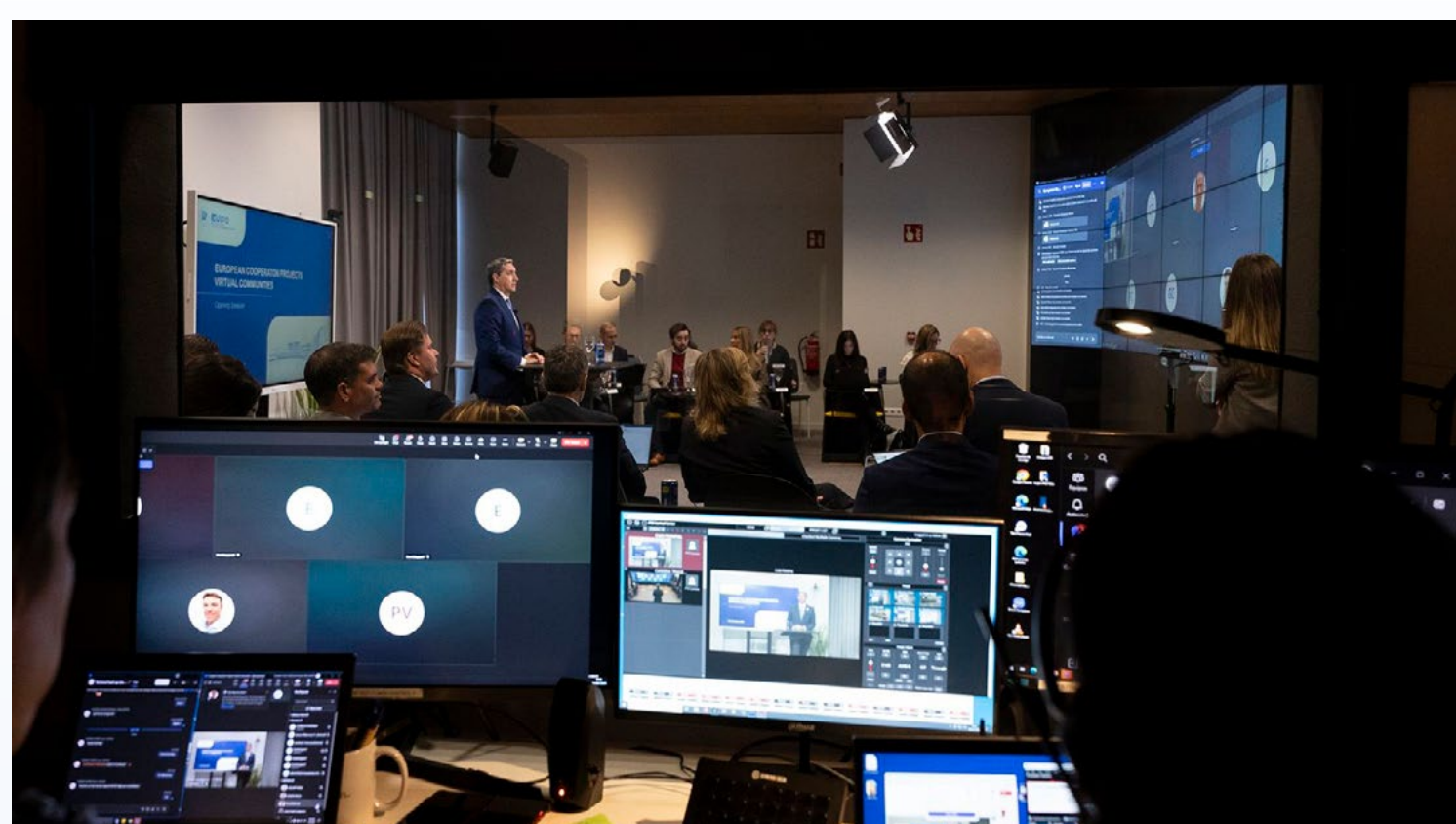
Cooperation within the EUIPN

Strategic Plan 2030 and the new ECPs and Virtual Communities (VCs)

This year marks the beginning of the new Strategic Plan (SP2030) with new European Cooperation Projects (ECPs) and Virtual Communities (VCs). The new generation of ECPs will adopt a flexible approach and support a more effective and engaged way of collaborating. This optimises the EUIPN expertise and past knowledge. The aim is to transition from a traditional network to active communities that share IP best practices.

The VCs were officially launched on 24 February, bringing together some 300 participants from the EUIPO, IP offices, user associations, the European Commission, the European Patent Office and the World Intellectual Property Organization. The event kicked off with an opening address by the EUIPO's Executive Director, João Negrão, followed by an introduction from the Cooperation and Partnerships Department director, Sandris Laganovskis. Participants were introduced to the VC methodology and given a live demonstration of the communication platform that will host the VCs. The event proved to be a success with lively participation and insightful questions from the attendees.

[See the news article for more information](#)



Technical Visits

The first round of technical visits under the new SP2030 were carried out online from 3 to 21 February, bringing together the regional and national IP offices for important updates. Participants received detailed information about the five new ECPs during these sessions, and the new cooperation methodology through building VCs was highlighted. Insights were provided on how this approach will encourage collaboration across the projects. Additionally, financial information regarding the IP offices was shared, ensuring transparency and clarity for all involved. Looking ahead, the visits highlighted various upcoming events, such as the liaison meetings between 3 March and 4 April, the EUIPN Annual Cooperation Meeting in Cyprus on 6 and 7 May, the second round of the VC meetings between 19 and 28 May, the Management Board and Budget Committee meetings from 3 to 5 June and the Point of Contacts meeting on 18 June. The technical visits were successful and productive with active participation and engaging questions from the attendees.

EUIPN Tools and Services

EU Common Practices

The Common Practice on the comparison of goods and services: treatment of terms lacking clarity and precision and common interpretation of Canon criteria and other factors (CP15) provides general information on comparing goods and services, focusing on how to treat unclear or imprecise terms. It also establishes a common interpretation of the Canon criteria and other factors, along with examples to illustrate the agreed practice.

The three-month implementation period for the Member State IP offices (MS IPOs) began on 12 March 2025, when the document was made publicly available through the release of the Common Communication. The Common Communication contains:

- a summary of the Common Practice;
- a hyperlink to the 'Overview of Implementations', which provides the

- proceedings and dates on which the Common Practice will be implemented by the MS IPOs;
- the full text of the Common Practice attached as an annex.

The CP15 Common Practice can be accessed in 23 EU languages on the [EUIPN website](#).

Over the past 2 years, EUIPN stakeholders have participated in consultations and offered their valuable contributions, all of which has led to the final version of the CP15 Common Practice. Experts from the MS IPOs, the EUIPO, WIPO and user associations, who made up the working group, played a significant role in the drafting of the document.

EUIPN Tools

Cyprus joined the TMDSview blockchain network on 5 December 2024, marking an important milestone as it is the 15th IP office that has connected to the network.

The EUIPO has supported the Estonian Patent Office(EPA)inimplementingtheCertificateService based on blockchain and offered through TMview and DesignView. This key milestone, achieved on 7 February 2025, marks a significant step forward in the EPA's ongoing commitment to enhance their systems with cutting-edge technologies.

Estonia joined Lithuania in the implementation of the Certificate Service (Lithuania's service going live in November 2024). This new service gives TMview and DesignView users the possibility of verifying the authenticity of a trade mark or design registration certificate by uploading it through TMview or DesignView to ensure that the document has not been tampered with.

Since 7 February, the [Danish Patent and Trademark Office](#) (DKPTO) has started to use the SP Back Office tool to perform its daily operations in relation to national designs.

The tool is used to manage the entire design lifecycle, including design registrations, cancellations, renewals and recordals. The implementation of SP Back Office will bring considerable benefits to the DKPTO, its staff and its customers in terms of efficiency and quality. It also sets the basis for future improvements. The ambitious project will continue to advance by implementing the SP Back Office tool for trade marks, engaging a greater number of DKPTO colleagues. Thanks to this new project phase, the DKPTO will use SP Back Office to manage national and international trade marks, as well as designs and appeals.

The DKPTO is the 15th office to join the family of IP offices using SP Back Office in their daily activities.

INTERNATIONAL COOPERATION

Key Takeaways from the TM5 and ID5 Annual Meetings

Further to the TM5 and ID5 Annual Meetings in Hakone, Japan (9-13 December 2024), the EUIPO collaborated in the publication of a [comparative study on appeal procedures](#). In addition, in January 2025, the EUIPO hosted a TM5 workshop on bad faith practices with three partner offices from the Western Balkans (Albania, Bosnia and Herzegovina, and North Macedonia). Furthermore, in alignment with the Green TM5 initiative, the EUIPO has secured commitments from all TM5 offices to contribute to a unified ID list, encompassing terms for environmentally sustainable goods and services,

thereby promoting sustainable innovation.

[Read more](#)



Three years of resilience – The role of the EUIPO in supporting Ukraine

Since the start of Russia’s unprovoked and unjustified military aggression against Ukraine, the country has faced unprecedented threats. In this challenging context, the support from the European institutions has been essential to Ukraine’s economic stability. In this context, the EUIPO....

The protection of IP rights not only symbolises hope and resilience for Ukrainian creators, innovators and entrepreneurs, it also validates the importance of their work and their contribution to the country’s future growth and recovery.

[Read more](#)



EUIPO unveils groundbreaking studies on economic impact of IP-intensive industries in Brazil and Colombia

On 4 February, the EUIPO launched the “Study on the economic contribution of IPR-intensive industries in Brazil” at the IP Key LA Summit 2025 in Rio de Janeiro. This study identifies and measures the economic impact of IPR-intensive industries in Brazil, aligning with the EUIPO’s efforts to quantify the importance of such industries in the European Union and other Latin

American economies. The findings reveal that IPR-intensive industries significantly contribute to Brazil’s economy, accounting for nearly 50% of GDP, employing over 22 million people annually, and dominating international trade with 64% of exports and 84% of imports.

[Read more](#)



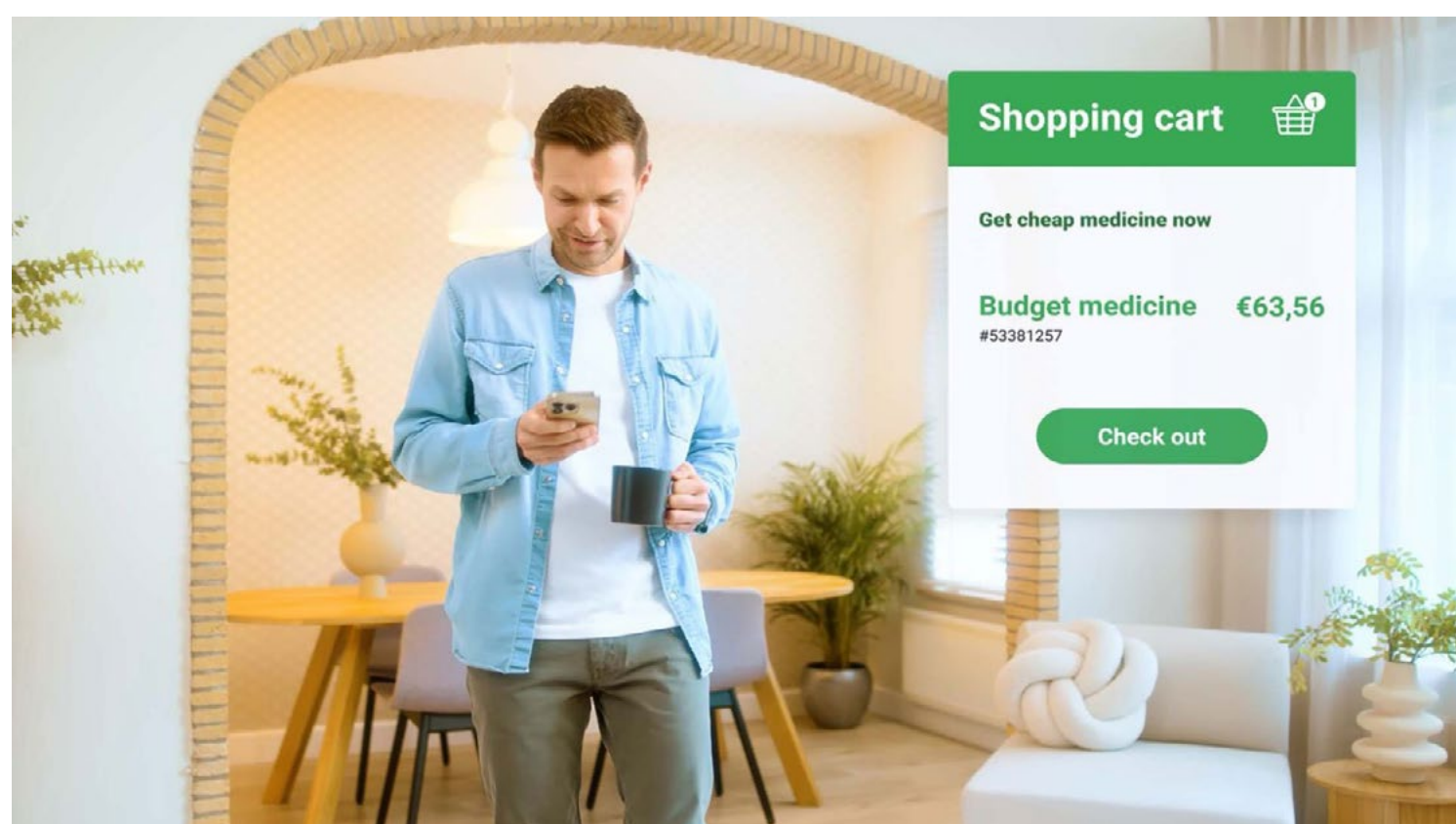
The Colombian study key findings’ reveal that copyright-intensive industries contributed 3.9% to total employment, with a notable impact on direct employment at 3.2%. Additionally, plant variety-intensive industries contributed 5.0% to total employment, with 4.4% attributed to direct employment. The study underscores the importance of IP in driving economic growth and innovation, aligning with the EUIPO’s Strategic Plan 2030 to enhance the global IP ecosystem through legal certainty, improved access, and stakeholder engagement.

[Read more](#)



BUILDING TRUST AND RESPECT

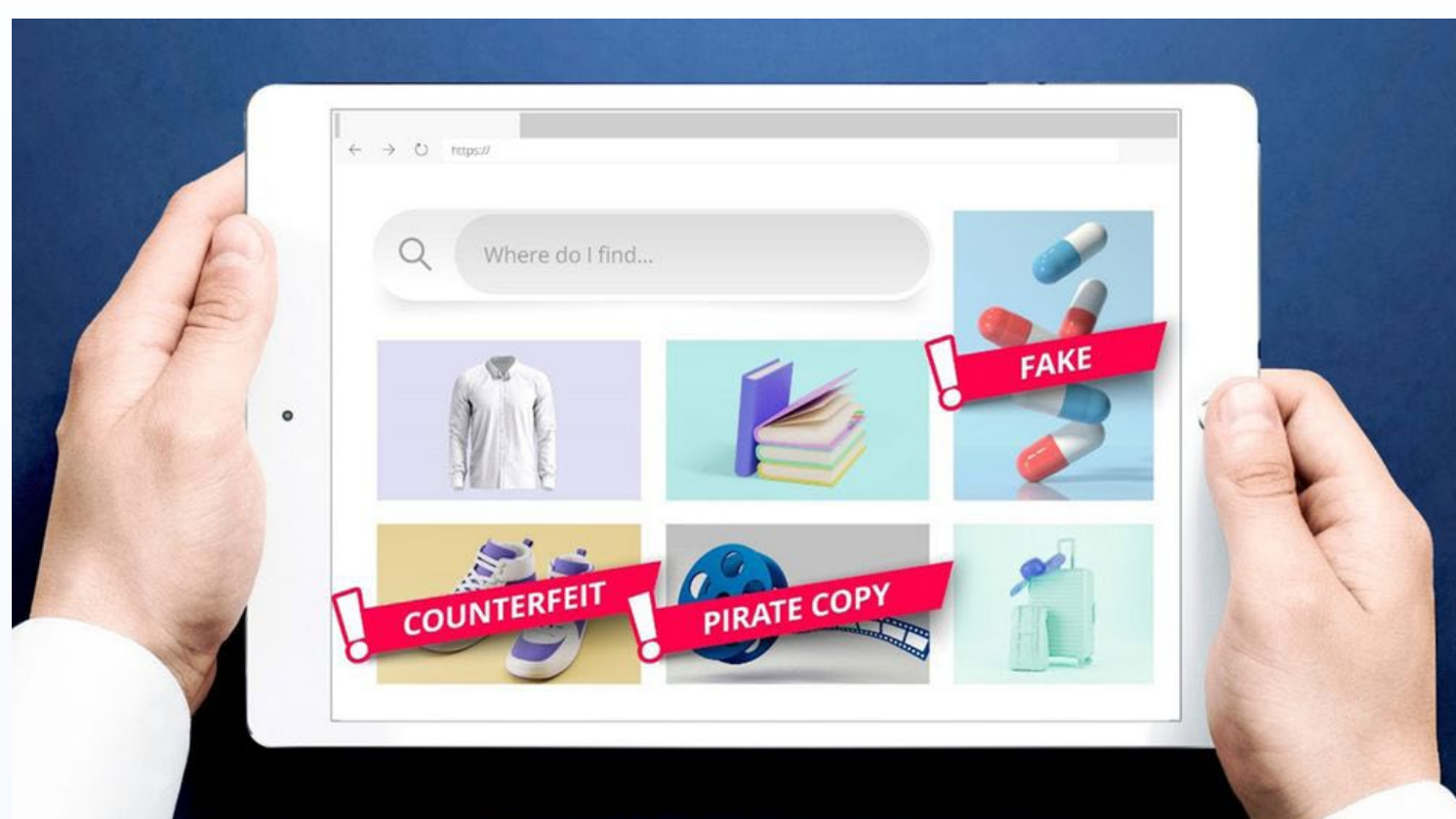
EUIPO joins forces with Europol and European Medicines Agency to combat fake medicines



With the #EUvsFakeMedicines campaign, the three agencies worked together to highlight the devastating consequences of fake medicines, which pose significant health risks to consumers and patients alike as they inflict substantial costs on the EU's health and social care systems. The campaign focused on two key angles: the health risks associated with fake medicines and the organised crime groups behind these illicit activities.

[Learn more and watch the two videos supporting the campaign](#)

[Read more](#)



Joint EUIPO-EPO study highlights impact of IP rights on firm performance in EU

The EUIPO and the EPO released in January the study “Intellectual Property Rights and Firm Performance in the European Union,” which underscores the significant impact of intellectual property rights (IPRs) on business success, particularly for small and medium-sized enterprises (SMEs). Analyzing data from 119,000 firms across all 27 EU Member States over a decade (2013–2022), the study reveals that companies owning IPRs outperform their peers, with a 23.8% higher revenue per employee and 22.1% higher wages on average. For SMEs, the benefits are even more pronounced, with a 44% increase in revenue per employee. The study's findings align with the Draghi report, emphasizing the critical role of intellectual property in enhancing European competitiveness, wage growth, and innovation, and the need to support businesses in leveraging IPRs for sustainable growth.

[Read more](#)



SME SUPPORT

SME Fund 2025: Powering Innovation and Growth through IP

On 3 February, the EUIPO, in collaboration with the European Commission and with the support of the EUIPN, launched a new edition of the SME Fund. This initiative provides financial support to SMEs for intellectual property IP protection. Since the beginning, the SME Fund has received more than 100.000 applications and has supported over 72,000 businesses protect their trade marks, designs, patents, and plant varieties. The 2025 edition continues to support SMEs in integrating IP into their business models, enhancing competitiveness, and fostering innovation. This initiative ultimately strengthens the European economy by helping businesses recognize the value of their intellectual property.

Overall, the SME Fund in 2025 has shown a promising start, with increased applications and active participation from SMEs across the EU and Ukraine.

[Read more](#)



NEWS IN BRIEF

Shape the Future: the new EUIPO Customer Panels

The EUIPO Customer Panels, aim at actively involving users in the development and enhancement of the EUIPO's services. As part of its commitment to transparency, the EUIPO seeks user input on numerous initiatives and new areas. This initiative underscores the EUIPO's dedication to improving customer service by identifying customers' needs and behaviours, integrating their feedback, and delivering tailored solutions to meet the diverse requirements of different customer segments. Through the Customer Panels, the EUIPO ensures that its services are user-centric and continuously evolving to better serve its stakeholders.

For 2025, the EUIPO has scheduled several Customer Panels to further this mission:

- EUIPO Supportive Instruments for SMEs on 25 March 2025
- EUIPO Mediation Centre's Alternative Dispute Resolution Services on 15 May 2025
- Guidance and Support for EUIPO User Area and Online Forms on 6 June 2025
- Micro-Credentials for the EUIPO Academy's IP Training Activities on 10 October 2025
- IP Professionals Dealing with Non-EU Clients on 21 November 2025

These panels will provide valuable opportunities for stakeholders to engage with the EUIPO, share their insights, and contribute to the continuous improvement of the Office's services.

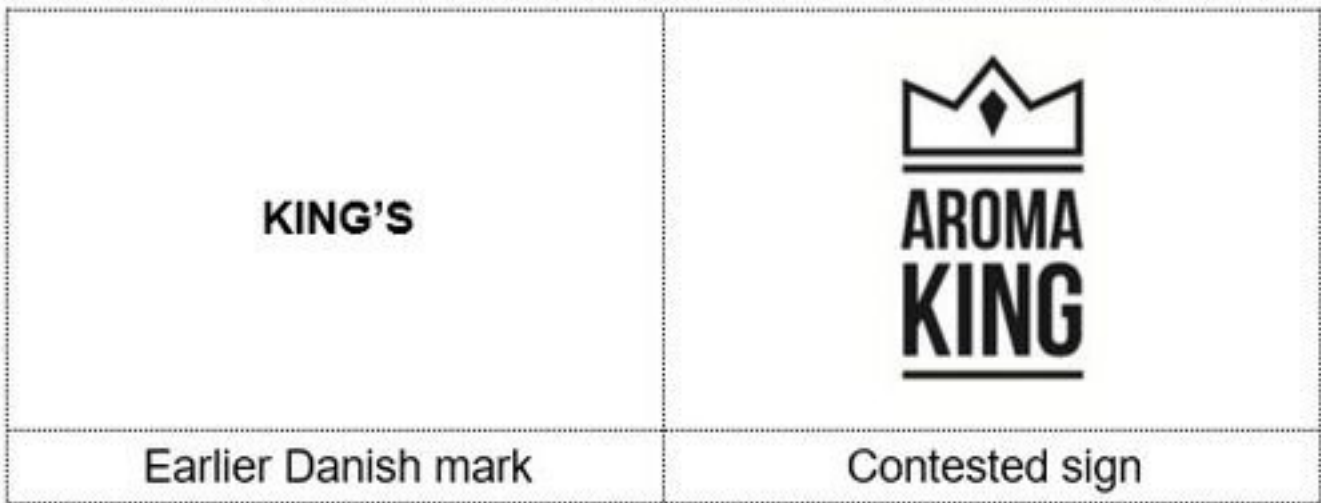
CASE-LAW

1. European Union courts

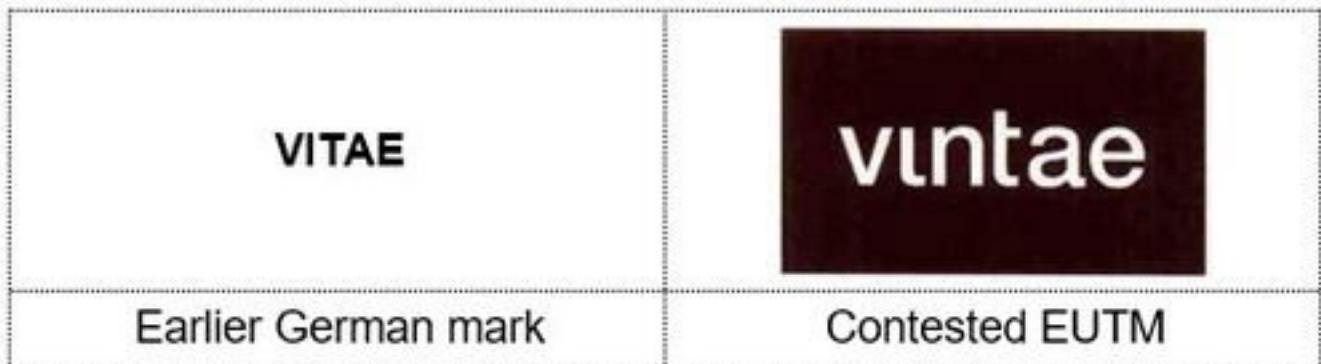
- [Glashütte: virtual watches are perceived the same way as real watches](#)



- [A battle of kings in the tobacco sector](#)



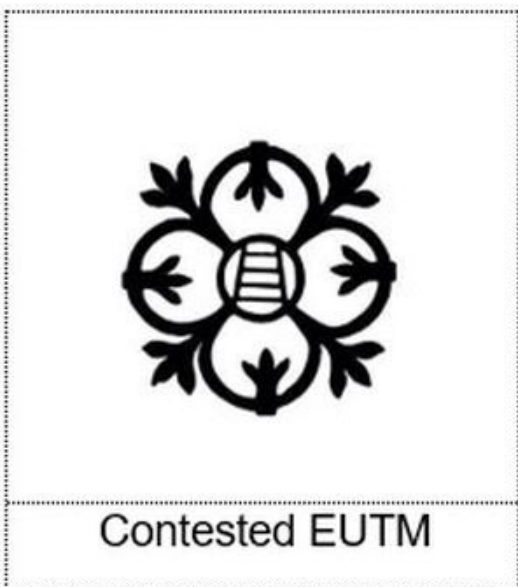
- [Acquiescence: awareness of the later mark's use cannot be presumed](#)



- [Admissibility requirement: Clear indication of the 'territory' in an opposition based on Article 8\(4\) EUTMR](#)

2. Boards of Appeal

- [The expression 'MARICON PERDIDO' is contrary to accepted principles of morality](#)
- [EUTM registration of Verona's iconic symbol found to be in bad faith](#)



- [The validity of the collective mark confirmed](#)



- [Copyright protection of the graphic elements is not a factor when assessing their distinctive character](#)



- [Screenshots of Google searches do not provide reliable date of disclosure](#)

