Refusal of application for a European Union trade mark
(Article 7 and Article 42(2) EUTMR)

Alicante, 08/07/2026

Barker Brettell Sweden AB
Kungsbroplan 3
SE-112 27 Stockholm
SUECIA

Application No:	**019198973**
Your reference:	**T158599.EM-LP**
Trade mark:	**LUX**
Mark type:	**Word mark**
Applicant:	**Rosalía Vila Tobella** **2600 South Douglas Road, Suite 900** **Coral Gables, FL 33134** **ESTADOS UNIDOS (DE AMÉRICA)**

I. Statement of the facts

On 10/07/2025 the Office issued a notice of grounds for refusal pursuant to Article 7(1)(b) and Article 7(2) EUTMR because it found that the trade mark applied for is devoid of any distinctive character.

The grounds for refusal were raised in respect of all the goods and services covered by the application in Classes 9, 25 and 41.

The applicant submitted its observations on 11/09/2025.

After giving due consideration to the applicant's arguments and carrying out a further examination of the application, the Office maintained its finding that the sign applied for was ineligible for registration under Article 7(1)(b) and Article 7(2) EUTMR because it was devoid of any distinctive character in relation to all the goods and services for which protection was sought.

On 03/02/2026, the Office issued a second notice of grounds for refusal pursuant to Article 7(1)(b) and Article 7(2) EUTMR, in which the reasons underlying the refusal were further explained.

The goods and services for which the grounds for refusal were raised were:

Class 9 *Musical sound recordings; downloadable audio-visual recordings featuring music; downloadable audio-visual recordings featuring performances of a musical group; compact discs featuring music; pre-recorded vinyl records featuring music; DVDs featuring music; downloadable MP3 files and MP3 recordings featuring music; downloadable musical sound recordings; sunglasses; eyeglasses; eyeglass frames; cases for eyeglasses and*

sunglasses; smartphones; analog cameras; digital cameras; earphones; smartwatches; wearable activity trackers; apparatus for recording, transmission, processing and reproduction of sound, images or data; downloadable video game programs; downloadable electronic publications in the nature of books, magazines, newsletters, pamphlets, booklets and brochures in the field of music and entertainment.

Class 25 *Clothing, namely, shirts, T-shirts, undershirts, night shirts, polo shirts, cardigans, pants, jeans, cargo pants, shorts, boxer shorts, tops, crop tops, tank tops as clothing, halter tops, sweat shirts, sweat shorts, sweat pants, warm-up suits, jogging suits, track suits, blouses, skirts, dresses, gowns, sweaters, jackets, coats, blazers, suits, turtlenecks, swimwear, beachwear, tennis wear, surf wear, ski wear, infantwear, baby bibs not of paper, caps, berets, beanies, hats, visors being headwear, headbands, wrist bands as clothing, sweat bands, headwear, ear muffs, aprons, scarves, bandanas, belts, neckties, ties as clothing, swim and bathing trunks, bras, sports bras, brassieres, bustiers, socks, loungewear, robes, bathrobes, underclothes, pajamas, sleepwear, night gowns, lingerie, camisoles, leggings, gloves, mittens, footwear, shoes, sneakers, boots, sandals, flip-flops, slippers.*

Class 41 *Entertainment services in the nature of live musical performances; entertainment services in the nature of live audio performances by a musical artist; entertainment services in the nature of live visual and audio performances by a musical artist; entertainment services, namely, personal appearances by a musician; entertainment services, namely, personal appearances by a television star; providing non-downloadable videos in the field of musical performances via a website; planning arrangement of showing movies, shows, plays or musical performances; entertainment in the nature of live performances by singers and dancers.*

The reasons are set out in the Notice of grounds for refusal of 03/02/2026, which forms an integral part of this decision. It is accessible in the Annex of this decision.

II. Summary of the applicant's arguments

The applicant failed to submit observations within the time limit in response to the Notice of grounds for refusal of 03/02/2026.

The observations previously submitted on 11/09/2025 had already been addressed in the second Notice of grounds for refusal of 03/02/2026.

III. Reasons

Pursuant to Article 94 EUTMR, it is up to the Office to take a decision based on reasons or evidence on which the applicant has had an opportunity to present its comments.

Having received no observations from the applicant in response to the Notice of Grounds for Refusal of 03/02/2026, the Office has decided to maintain the grounds for refusal set out therein.

IV. Conclusion

For the abovementioned reasons, and pursuant to Article 7(1)(b) and (c) and Article 7(2) EUTMR, the application for European Union trade mark No 19 198 973 'LUX' is hereby rejected for all the goods and services claimed.

According to Article 67 EUTMR, you have a right to appeal against this decision. According to Article 68 EUTMR, notice of appeal must be filed in writing at the Office within two months of the date of notification of this decision. It must be filed in the language of the proceedings in which the decision subject to appeal was taken. Furthermore, a written statement of the grounds of appeal must be filed within four months of the same date. The notice of appeal will be deemed to be filed only when the appeal fee of EUR 720 has been paid.

Roxana PÎSLARU

Notice of grounds for refusal of application for a European Union trade mark (Article 7 and Article 42(2) EUTMR)

Alicante, 03/02/2026

Barker Brettell Sweden AB
Kungsbroplan 3
SE-112 27 Stockholm
SUECIA

Application No:	**019198973**
Your reference:	**T158599.EM-LP**
Trade mark:	**LUX**
Mark type:	**Word mark**
Applicant:	**Rosalía Vila Tobella** **2600 South Douglas Road, Suite 900** **Coral Gables, FL 33134** **ESTADOS UNIDOS (DE AMÉRICA)**

On 10/07/2025 the Office issued a notice of grounds for refusal pursuant to Article 7(1)(b) and Article 7(2) EUTMR because it found that the trade mark applied for is devoid of any distinctive character.

The grounds for refusal were raised for all the goods and services covered by the application in Classes 9, 25 and 41.

The grounds for refusal were based on the following main findings:

- The relevant English- and Romanian-speaking consumer would understand the sign as having the following meaning: luxury, luxurious, of superior quality, select.

  The abovementioned meanings of word 'LUX', of which the trade mark consists, were supported by dictionary references from *Acronym Finder, Oxford English Dictionary, Resurse lingvistice pentru limba română* and *Dexonline* on 10/07/2025 at:

  https://www.acronymfinder.com/LUX.html
  https://www.oed.com/search/dictionary/?scope=Entries&q=lux&tl=true
  https://www.archeus.ro/lingvistica/CautareDex?query=LUX
  https://dexonline.ro/definitie/lux.

  The relevant content of those links was reproduced in the Notice of grounds for refusal.

- The relevant public would simply perceive the sign 'LUX' as providing the purely laudatory information that the goods and services are select or of luxury quality, offering indulgence and enjoyment. The relevant public will not tend to see in the sign any indication of commercial origin, but merely laudatory information that serves to highlight positive aspects of the goods and services.

- The sign in question is devoid of any distinctive character within the meaning of Article 7(1)(b) and Article 7(2) EUTMR.

The applicant submitted its observations on 11/09/2025, which may be summarised as follows.

1. The applicant disagrees with the assessment of the Office and argues that protection is being sought for the word 'LUX' and not for 'LUXURY', and submits that the refusal of the trade mark at hand is without substantiation.

2. All dictionary references, both English and Romanian, are contested either as not being reliable references or as providing meanings that would not support the laudatory meaning of the word 'LUX'. Therefore, neither the objection under Article 7(1)(b) EUTMR stands.

3. 'LUX' has other meanings that will be regarded as such by consumers, namely it is widely defined as a unit of illumination. In addition, 'LUX' is Latin for 'light', generally the light of the sun and other heavenly bodies. This reference to light renders the sign fanciful and distinctive when applied to the goods and services covered by the application.

4. EUIPO and OSIM (State Office for Inventions and Trademarks) have registered 'LUX' marks. For example: EUTM No. 10 065 761 'LUX', EUTM No. 18 512 744 ' ' or RO No. 6082 'LUX'. The acceptance of those registrations supports the acceptance of the present application. In addition, the applicant's equivalent UK trade mark application No. 4214971 'LUX', covering identical goods and services, was accepted for publication without any objection raised.

After giving due consideration to the applicant's arguments and upon further examination of the application, the Office maintains that the sign you have applied for is ineligible for registration under Article 7(1)(b) and Article 7(2) EUTMR because it is devoid of any distinctive character in relation to all the goods and services for which protection is sought. In the present letter, the reasons for the grounds for refusal are further explained.

Article 7(1)(b) EUTMR

Pursuant to Article 7(1)(b) EUTMR, trade marks which are devoid of any distinctive character cannot be registered. According to established case-law, the signs covered by this provision are regarded as incapable of performing the essential function of a trade mark, namely that of identifying the commercial origin of the product or service, thus enabling the consumer who acquired them to repeat the experience if it proves to be positive, or to avoid it if it proves to be negative, on the occasion of a subsequent acquisition (27/02/2002, T-34/00, Eurocool, EU:T:2002:41, § 37; 27/02/2002, T-79/00, Lite, EU:T:2002:42, § 26; 17/01/2013, T-582/11 & T-583/11, Premium XL/Premium L, EU:T:2013:24, § 13; 28/04/2015, T-216/14, EXTRA, EU:T:2015:230, § 14; 30/09/2015, T-385/14, ULTIMATE, EU:T:2015:736, § 9).

Such is the case for *inter alia* signs which are commonly used in connection with the marketing of the goods or services concerned (03/07/2003, T-122/01, Best Buy, EU:T:2003:183, § 20; 30/06/2004, T-281/02, Mehr für Ihr Geld, EU:T:2004:198, § 24;

28/04/2015, T-216/14, EXTRA, EU:T:2015:230, § 14).

According to settled case-law, registration of a trade mark which consists of signs or indications that are also used as advertising slogans, indications of quality or incitements to purchase the goods or services covered by those marks is not excluded as such by virtue of such use. However, a trade mark which, as an advertising slogan or an indication of quality or incitements, performs functions other than that of a trade mark in the traditional sense of the term, is only distinctive for the purposes of that provision if it may be perceived immediately as an indication of the commercial origin of the goods or services in question, so as to enable the relevant public to distinguish, without any possibility of confusion, the goods or services of the owner of the mark from those of a different commercial origin (03/07/2003, T-122/01, Best Buy, EU:T:2003:183, § 21; 17/01/2013, T-582/11 & T-583/11, Premium XL/Premium L, EU:T:2013:24, § 14; 28/04/2015, T-216/14, EXTRA, EU:T:2015:230, § 16, 19; 30/09/2015, T-385/14, ULTIMATE, EU:T:2015:736, § 10).

For a finding that there is no distinctive character, it is sufficient to note that the semantic content of the word mark in question indicates to the consumer a characteristic of the product or the service relating to its market value which, whilst not specific, comes from information designed to promote or advertise which the relevant public will perceive first and foremost as such rather than as an indication of the commercial origin of the product or service (30/06/2004, T-281/02, Mehr für Ihr Geld, EU:T:2004:198, § 31; 17/01/2013, T-582/11 & T-583/11, Premium XL/Premium L, EU:T:2013:24, § 15; 30/09/2015, T-385/14, ULTIMATE, EU:T:2015:736, § 11).

The distinctive character of a trade mark must be assessed, first, by reference to the goods or services in respect of which registration has been applied for and, second, by reference to the perception of them by the relevant public, which consists of the average consumers of those goods or services (29/04/2004, C-473/01 P & C-474/01 P, Tabs (3D.), EU:C:2004:260, § 33; 17/01/2013, T-582/11 & T-583/11, Premium XL/Premium L, EU:T:2013:24, § 16; 28/04/2015, T- 216/14, EXTRA, EU:T:2015:230, § 15; 30/09/2015, T-385/14, ULTIMATE, EU:T:2015:736, § 12).

The relevant public

The goods applied for in Class 9 comprise mainly recorded media content (musical and downloadable sound recordings, downloadable audio-visual recordings, compact discs and DVDs, pre-recorded vinyl records, MP3 files and MP3 recordings, all featuring music), apparatus for recording, transmission, processing and reproduction of sound, images or data, downloadable electronic publications in the nature of books, magazines, newsletters, pamphlets, booklets and brochures in the field of music and entertainment, but also sunglasses and eyeglasses and accessories thereof, as well as smartphones, smartwatches and wearable activity trackers.

The goods in Class 25 comprise mainly of clothing.

The services in Class 41 are related to various entertainment services in the nature of live musical performances and live visual and audio performances by a musical artist, as well as the planning and arrangement of showing movies, shows, plays or musical performances and providing non-downloadable videos in the field of musical performances via a website.

According to case-law, the level of attention of the relevant public is not decisive in assessing whether a mark is caught by the grounds for refusal set out in Article 7(1)(b) and (c) EUTMR (05/10/2021, R 211/2021-5, GAME TOURNAMENTS (fig.), § 23; 20/10/2021, T-617/20, Standardkessel, EU:T:2021:708, § 33; 02/12/2020, T-26/20, Forex, EU:T:2020:583, § 39; 19/12/2019, T-175/19, eVoter, EU:T:2019:874, § 25; 07/05/2019, T-423/18, vita,

EU:T:2019:291, § 14).

Pursuant to Article 7(2) EUTMR, it is sufficient that the ground for refusal applies in only part of the European Union for the mark to be refused registration.

In the notice of grounds for refusal of 10/07/2025, the Office stated that the relevant public in relation to whom the absolute grounds for refusal have to be assessed consists of English- and Romanian-speaking consumers in the European Union.

However, after giving due consideration to the applicant's arguments and upon further examination of the application, the Office asserts that the absolute grounds for refusal should be maintained based only on the public in the Member States in which Romanian is an official language.

Therefore, an obstacle pertaining to the Romanian-speaking public of the European Union is deemed sufficient to reject the present trade mark application.

Lack of distinctive character

The sign applied for consist of the word 'LUX', which is familiar in Romanian.

The applicant disputes all dictionary references, both English and Romanian, arguing that they are either not reliable sources or that they do not provide meanings that would support the laudatory meaning of the word 'LUX'.

Since the Office maintains the grounds for refusal for the Romanian-speaking public only, the applicant's arguments regarding the English language, including the dictionary references, remain devoid of purpose.

Regarding the Romanian references, especially *Dexonline*, contrary to the applicant's submissions, the Office cannot concur that this is not a suitable source to be used to base the Article 7(1)(b) EUTMR objection.

From the information retrieved at https://dexonline.ro/ and https://dexonline.ro/licenta, *Dexonline* is an online copy of DEX, 1998 edition, and other dictionaries, and for each definition the source is shown. The site owners do not claim authorship and do not intend to substitute themselves with the original authors of the included reputable dictionaries. *Dexonline* transposes prestigious Romanian language dictionaries onto the Internet. The project is maintained by a team of volunteers. Part of the data can be downloaded freely and free of charge under the GNU General Public License. Therefore, the references from *Dexonline* must be considered reliable since the definitions are taken verbatim from the reputable dictionary sources that are mentioned immediately below each definition.

The Office cannot concur with the argument that there is no evidence to show that 'LUX' will be regarded as meaning 'luxury' by Romanian speakers and that the word is identified as a noun rather than an adjective, and refers to excess and waste, which cannot be regarded as laudatory.

In addition to the definitions already provided in the notice of grounds for refusal of 10/07/2025, the Office further supports the meaning of the mark with the information retrieved on 03/02/2026 from *Dexoline*:

https://dexonline.ro/definitie/lux/definitii

LUX[2] s. n. Nivel de viață excesiv de costisitor. ♦ Fast, eleganță, somptuozitate, splendoare. ◊ Loc. adj. *De lux* = **a)** extrem de confortabil; care nu reprezintă un lucru de primă necesitate; elegant, somptuos; **b)** de calitate superioară, de prim rang; select; **c)** care are articole de calitate superioară și de rafinament. *Magazin de lux.* ◊ Expr. *A face lux* = a duce o existență fastuoasă, foarte costisitoare; *spec.* a se îmbrăca extrem de elegant și de costisitor. – Din fr. **luxe,** lat. **luxus.**

sursa: DEX '09 (2009) adăugată de blaurb. acțiuni

Translation of the Office:

Excessively expensive standard of living. ♦ Fast, elegance, sumptuousness, splendor. ◊ Loc. adj. Luxurious = a) extremely comfortable; not a necessity; elegant, sumptuous; b) of superior quality, first-rate; select; c) having articles of superior quality and refinement.

Source: DEX '09 (2009).

lux[2] *sn* [At: (a. 1777-1782) FURNICĂ, I. C. 56 / V: (înv) ***lus, ~us*** / S și: *lucs* / Pl: (rar) *~uri* / E: fr ***luxe***, lat ***luxus***] **1** Exces de eleganță Si: *luxură* (**3**). **2** Nivel de viață foarte costisitor. **3** Fast. **4** (Îs) *Ediție* (sau *tiraj) de ~* Ediție tipărită într-un număr foarte mic de exemplare, pe hârtie de foarte bună calitate, în condiții grafice superioare și adesea bogat ornamentată. **5** (Îs) *Mașină de ~* Automobil foarte scump. **6** (luz; eliptic) Automobil. **7** (Asr; îla) **Cu ~** Fastuos. **8** (Îla) **De ~** De prim rang Si: *elegant, select, somptuos.* **9** (Îal) De calitate superioară. **10** (Îal) Deosebit. **11** (Îal) De excepție. **12** (Îal) Scump. **13** (Îal) Rafinat. **14-15** (Îal) Care (produce sau) comercializează articole de calitate superioară și de rafinament. **16** (Îal) Care nu este necesar Si: *superfluu.* **17** (Îe) **A face ~** A duce o existență foarte costisitoare. **18** (Spc; îae) A se îmbrăca extrem de costisitor și de elegant. **19** Bogăție. **20** (Fig) Exuberanță. **21** (Îlav) **Cu ~ de amănunte** Foarte amănunțit. **22** Cheltuieli fără măsură Si: *risipă.* **23** (Fig) Extravaganță. **24** (Îvr) Bijuterie.

sursa: MDA2 (2010) adăugată de LauraGellner acțiuni

Translation of the Office:

4 (in phrase) Edition (or circulation) of ~ Edition printed in a very small number of copies, on very good quality paper, in superior graphic conditions and often richly ornamented. 5 (in phrase) Car of ~ Very expensive automobile. 6 (luz; elliptical) Automobile. 7 (rare) With ~ Lavish. 8 (in the same allocution) Of ~ Of first rank And: elegant, select, sumptuous. 9 (in the same allocution) Of superior quality. 10 (in the same allocution) Particularly. 11 (in the same allocution) Exceptional. 12 (in the same allocution) Expensive. 13 (in the same allocution) Refined. 14-15 (in the same allocution) Which (produces or) sells items of superior quality and refinement.

Source: MDA2 (2010).

In addition, *Dexonline* offers the following synonyms for the adjective 'LUX' (source: https://dexonline.ro/intrare/lux/31920/definitii):

LUX. *Subst.* Lux, fast, măreție, pompă, somptuozitate (livr.), magnificență (livr.), eleganță, strălucire (fig.), fală, grandoare, splendoare, frumusețe, șic; bogăție, avuție, opulență (livr.). Viață mondenă, mondenitate. ***Adj.*** Luxos, fastuos (livr.), măreț, pompos, grandios, somptuos (livr.); elegant, fașionabil (înv.), strălucitor, splendid, bogat, avut, opulent (livr.). Monden. ***Vb.*** A trăi în lux, a trăi pe picior mare, a huzuri. V. **bogăție, frumusețe, grandoare, împodobire, modă.**

sursa: DAS (1978) adăugată de LauraGellner acțiuni

Translation of the Office:

Luxurious, lavish, grand, pompous, grandiose, sumptuous; elegant, fashionable, brilliant, splendid, rich, wealthy, opulent; fashionable.

While ‘LUX’ can be a noun, the combination ‘DE LUX’ (the preposition ‘DE’ and the noun ‘LUX’) is an adjectival phrase, meaning that it behaves grammatically like an adjective. It should also be mentioned that the lack of grammatical elements, such as in this case the preposition ‘DE’ (‘OF’ in English), is insufficient to add distinctiveness to the mark. The Office maintains that the meaning of ‘LUX’ is not vague and requires no interpretation or mental effort on the part of the relevant consumers to establish a clear and direct link with the goods and services for which the trade mark is sought.

Further, the below internet search dated 03/02/2026 reveals that ‘LUX’ or ‘DE LUX’ are immediately and without further reflection perceived as premium, high-quality and luxury goods and services, including for the goods and services claimed in Classes 9, 25 and 41.

https://auraanghel.ro/despre-lux-ce-este-luxul/

Ce este luxul? Origine, semnificație și evoluție

Luxul este un concept care a fascinat omenirea de secole, dar care rămâne, în multe privințe, un mister. Ce îl definește? De ce îl dorim? Și cum s-a transformat el de-a lungul timpului? Haide să explorăm această lume fascinantă, de la originea sa până la semnificația sa modernă.

Originea cuvântului „lux”

Termenul „lux” provine din latinescul **„luxus”**, care înseamnă literal **„abundența vegetației”**. Dar sensul său adevărat este mai profund: **„abundența lucrurilor delicioase”**. Acest concept a evoluat, iar astăzi, luxul este asociat cu bogăție, rafinament și exclusivitate.

Un alt termen derivat, **„luxuria”**, a luat o semnificație diferită, referindu-se la **fast și exuberanță**. Astfel, luxul poate avea două fețe: una pozitivă, care simbolizează măreție și satisfacție, și una negativă, asociată cu excesul și superficialitatea.

Semnificația istorică a luxului

În istorie, luxul a fost întotdeauna un simbol al statutului social. În antichitate, doar elitele – regii, nobilimea și clerul – își puteau permite bunuri de lux, care le diferențiau de restul societății. Aceste bunuri erau adesea legate de arte, bijuterii, îmbrăcăminte și obiecte de decor.

De exemplu, în Egiptul Antic, aurul și pietrele prețioase erau folosite pentru a simboliza puterea divină a faraonilor. În Evul Mediu, mănăstirile și bisericile erau decorate cu opere de artă și obiecte scumpe, care reflectau bogăția și influența bisericii.

Luxul în era contemporană: experiențe și personalizare

Astăzi, luxul a depășit granițele bunurilor materiale. El este din ce în ce mai mult despre **experiențe** și **emoții**. Consumatorii moderni nu mai caută doar produse scumpe, ci și momente memorabile, cum ar fi vacanțe exclusive, tratamente spa de lux sau mese la restaurante Michelin.

1. **Luxul serviciilor**
   Industria luxului s-a extins pentru a include servicii premium, precum călătorii private, evenimente personalizate și consultanță de stil. Acest lucru reflectă o schimbare de paradigmă: de la **a avea** la **a trăi**.
2. **Personalizarea și tehnologia**
   Brandurile de lux au început să integreze tehnologia pentru a oferi experiențe personalizate. De exemplu, **vestiarele interactive** și **afișările 3D** permit clienților să experimenteze produse într-un mod nou si inovator.

Caracteristicile esențiale ale luxului

Indiferent de epocă, luxul este definit de câteva trăsături esențiale:

- **Calitatea superioară**: Materialele și procesele de producție sunt impecabile.
- **Raritatea**: Produsele de lux sunt adesea limitate sau unice.
- **Atenția la detalii**: Fiecare piesă este creată cu măiestrie și pasiune.
- **Experiența**: Luxul nu este doar despre a deține, ci și despre a trăi.

Un exemplu emblematic este **ceasul Patek Philippe Grandmaster Chime**, vândut pentru **31 de milioane de dolari**. Acest preț nu este doar despre ceas în sine, ci despre istoria, măiestria și prestigiul pe care le reprezintă.

Translation of the Office:

What Is Luxury? Origin, Meaning, and Evolution

Luxury is a concept that has fascinated humanity for centuries, yet in many ways it remains a mystery. What defines it? Why do we desire it? And how has it transformed over time? Let's explore this fascinating world, from its origins to its modern meaning.

The Origin of the Word "Luxury"

The term lux comes from the Latin luxus, which literally means "abundance of vegetation." But its true meaning is deeper: "abundance of delightful things." This concept has evolved, and today luxury is associated with wealth, refinement, and exclusivity.

Another derived term, luxuria, took on a different meaning, referring to extravagance and exuberance. Thus, luxury can have two faces: one positive, symbolizing greatness and satisfaction, and one negative, associated with excess and superficiality.

The Historical Significance of Luxury

Throughout history, luxury has always been a symbol of social status. In antiquity, only elites—kings, nobility, and clergy—could afford luxury goods that set them apart from the rest of society. These goods were often linked to art, jewelry, clothing, and decorative objects.

For example, in Ancient Egypt, gold and precious stones were used to symbolize the divine power of the pharaohs. In the Middle Ages, monasteries and churches were decorated with artworks and expensive objects that reflected the wealth and influence of the Church.

Luxury in the Contemporary Era: Experiences and Personalization

Today, luxury has gone beyond material goods. It is increasingly about experiences and emotions. Modern consumers no longer seek only expensive products but also memorable moments, such as exclusive vacations, luxury spa treatments, or meals at Michelin-starred restaurants.

- ***Luxury Services***

  The luxury industry has expanded to include premium services, such as private travel, personalized events, and style consultancy. This reflects a paradigm shift: from having to living.

- ***Personalization and Technology***

Luxury brands have begun integrating technology to offer personalized experiences. For example, interactive dressing rooms and 3D displays allow customers to experience products in new and innovative ways.

Essential Characteristics of Luxury

Regardless of the era, luxury is defined by a few essential traits:

- ***Superior Quality:*** *Materials and production processes are impeccable.*
- ***Rarity:*** *Luxury products are often limited or unique.*
- ***Attention to Detail:*** *Each piece is created with craftsmanship and passion.*
- ***Experience:*** *Luxury is not just about ownership but also about living it.*

An emblematic example is the Patek Philippe Grandmaster Chime watch, sold for $31 million. This price is not just about the watch itself, but also about the history, craftsmanship, and prestige it represents.

https://consumer.huawei.com/ro/community/details/topicId-45572/

HUAWEI WATCH Ultimate: Vârful în tehnologia purtabilelor HUAWEI

HUAWEI WATCH Ultimate este creat cu o carcasă inovatoare dintr-un aliaj de tip Liquid Metal pe bază de zirconiu, un nou material cu o estetică și o textură elegante care îl fac o alegere de top pentru ceasurile de înaltă calitate. Este pentru prima dată când acest material, rezervat de obicei ceasurilor tradiționale de lux, cu o strălucire metalică de înaltă calitate, este folosit la un smartwatch. Vine cu proprietăți unice, cum ar fi faptul că este de 4,5 ori mai rezistent și de 2,5 ori mai dur decât oțelul inoxidabil, astfel că acest smartwatch este suficient de rezistent pentru a-l lua cu tine pe terenuri stâncoase, în deșerturi fierbinți, la cine luxoase, precum și pentru purtarea zilnică.

Translation of the Office:

The HUAWEI WATCH Ultimate is crafted with an innovative case made from a zirconium-based Liquid Metal alloy, a new material with an elegant aesthetic and texture that makes it a top choice for high-quality watches. This is the first time this material – usually reserved for traditional ***luxury watches****, with a high-quality metallic shine – has been used in a smartwatch. It comes with unique properties, such as being 4.5 times stronger and 2.5 times harder than stainless steel, making this smartwatch durable enough to take on rocky terrains, hot deserts, luxury dinners, as well as for everyday wear.*

https://www.audioweb.ro/vind-viniluri-muzica-clasica-majoritatea-noi/

7 Beethoven Chamber Music for Wind Instruments -Deutsche Gramophon ,4LP
8 Beethoven Symphony nr.8 si 9, editie de lux, Herbert von Karajan , Deutsche Gramophon ,2 LP
9 Beethoven Ludwig van Beethoven 9. Sinfonie,Das Heiligenstädtter Testament,Franz Grillparzers

Translation of the Office:

Beethoven Symphony No. 8 and No. 9, ***deluxe edition****, Herbert von Karajan, Deutsche Grammophon, 2 LPs.*

https://adevarul.ro/showbiz/muzica/queen-a-lansat-un-cantec-cu-vocea-lui-freddie-2212527.html

> Lansarea de joi a single-ului „Face It Alone" intervine cu puţin timp înainte de lansarea programată pe 18 noiembrie a unei ediţii remasterizate a celui de-al 13-lea album de studio al trupei Queen, *„The Miracle"*, care a apărut pe piaţă în 1989.
>
> Acel album - ce a inclus mai multe piese devenite celebre, precum *„I Want It All", „Breakthru", „The Invisible Man"* - a ajuns pe prima poziţie în topul britanic.
>
> Noua ediţie remasterizată va fi disponibilă sub forma unui box-set de lux cu opt discuri. Acest format extins va include sesiunile de înregistrări ale albumului *„The Miracle"*, un disc cu o durată de peste o oră conţinând înregistrări niciodată lansate, inclusiv şase cântece finalizate dar care nu au apărut niciodată pe piaţă.

Translation of the Office:

The Thursday release of the single "Face It Alone" comes shortly before the scheduled November 18 launch of a remastered edition of Queen's 13th studio album, The Miracle, which was originally released in 1989.

That album – which included several songs that became famous, such as "I Want It All," "Breakthru," and "The Invisible Man" – reached the number one position on the UK charts.

*The new remastered edition will be available as an eight-disc **deluxe box set**. This expanded format will include the recording sessions for The Miracle, a disc of over an hour containing never-before-released recordings, including six finished songs that have never appeared on the market.*

https://www.businessmagazin.ro/actualitate/muzica-de-lux-cele-mai-scumpe-mp3-playere-din-lume-galerie-foto-7874798

Muzica de lux. Cele mai scumpe MP3 playere din lume (GALERIE FOTO)

Autor: Roxana Cristea
Postat la 09 ianuarie 2011
91 afişări

Post Share

Diamante, aur alb, roz si galben si o memorie de multi GB. Acestea sunt doar cateva dintre caracteristicile celor mai scumpe playere din lume. Si, indiferent ca este vorba de o melodie a lui Michael Jackson sau una a Madonnei, cu siguranta se aude mai bine la un dispozitiv care costa cateva zeci de mii de dolari.

Translation of the Office:

***Luxury Music.** The Most Expensive MP3 Players in the World*

Diamonds, white, pink, and yellow gold, and multi-gigabyte memory. These are just some of the features of the most expensive players in the world. And regardless of whether you're

listening to a Michael Jackson song or a Madonna track, it certainly sounds better on a device that costs tens of thousands of dollars.

https://www.audioclub.ro/hi-fi-audio/surse-de-semnal-playere/pick-up?srsltid=AfmBOopLtofaF-EuQpHHXUEBEsCPl86B9fIcbUkp1RSvoySTqb-CaBwy

Cand cineva aude de pick-up se gandeste la magnetofoanele vechi folosite de bunicii nostri pentru a asculta muzica inregistrata pe placile audio. O buna perioada de timp acestea nu au mai fost intrebate insa evolutia tehnologiei le aduce si lor imbunatatiri, asa ca in ultima vreme au inceput sa fie din nou la mare cautare. Marile case de discuri comercializeaza in prezent muzica efectuata in format electronic si pe vinil. Unii dintre ei chiar incearca reproducere vechilor albume de pe placi pe noile viniluri, oferind editii de lux la albumele celor de la Roling Stones sau alte formatii ale anilor '60 foarte iubite chiar si in ziua de astazi.

Pasionatii de muzica spun ca disck-urile vinil sunt total diferite de cele analogice, diferenta fiind facuta de puritatea sunetului. Pick-up ofera posibilitatea de a asculta sunetele originale stocate pe vinil direct de pe banda magnetica, ele nefiind procesate foarte mult. Cu un echipament bun, calitatea sunetului este una exceptionala, avand posibilitatea sa ascultam melodii din anii '60, '70 la calitatea audio a sistemelor din zilele noastre. Producatorul de top din acest domeniu este BC Acoustique.

Translation of the Office:

When someone hears about a record player, they think of the old tape recorders our grandparents used to listen to music recorded on audio discs. For a long time, these devices were no longer in demand, but the evolution of technology has brought improvements to them as well, so in recent years they have started to become highly sought after again. Major record labels now sell music produced in electronic format also on vinyl. Some of them even attempt to reproduce old albums from discs onto new vinyl records, offering ***luxury editions of albums*** *by the Rolling Stones or other bands from the 1960s that remain very popular even today.*

Music enthusiasts say that vinyl discs are completely different from analog ones, with the difference coming from the purity of the sound. A record player makes it possible to listen to the original sounds stored on vinyl directly from the magnetic tape, as they are not heavily processed. With good equipment, the sound quality is exceptional, allowing us to listen to songs from the '60s and '70s at the audio quality of today's systems. The leading producer in this field is BC Acoustique.

https://www.noiz.ro/sisteme-sonorizare-si-lumini/echipamente-audio-hi-fi/sisteme-audio-high-end/?srsltid=AfmBOopl-8SKrYO2DP199DZ1JiRzDjhdboI5IkwczQNYWQLiknMQk-61

- Componente de înaltă calitate: Sistemele high-end folosesc componente premium pentru a asigura o performanță audio superioară. Acest lucru include difuzoare de înaltă calitate, amplificatoare puternice, circuite de amplificare de înaltă fidelitate, cabluri de înaltă performanță și alte componente esențiale.
- Reproducere fidelă a sunetului: Unul dintre principalele obiective ale sistemelor high-end este să ofere o reproducere fidelă a sunetului, care să păstreze cât mai mult posibil calitatea și detaliile sunetului original. Aceste sisteme audio high end sunt proiectate pentru a minimiza distorsiunile și pentru a oferi o imagine sonoră precisă și clară.
- Tehnologii avansate: Sistemele audio high-end adesea integrează tehnologii avansate pentru a îmbunătăți performanța și pentru a oferi o experiență audio superioară. Acestea pot include tehnologii de reducere a zgomotului, tehnologii de ajustare a sunetului, precum și altele.
- Design estetic și construcție premium: Sistemele high-end sunt adesea concepute să fie estetice plăcute și să folosească materiale premium pentru construcție. Acestea pot include carcase din aluminiu sau lemn de înaltă calitate, finisaje de lux și alte elemente de design care să evidențieze calitatea și performanța echipamentului.

Translation of the Office:

High-Quality Components: High-end systems use premium components to ensure superior audio performance. This includes high-quality speakers, powerful amplifiers, high-fidelity amplification circuits, high-performance cables, and other essential components.

…

*Aesthetic Design and Premium Construction: High-end systems are often designed to be visually appealing and to use premium materials in their construction. These may include enclosures made of high-quality aluminum or wood, **luxury finishes**, and other design elements that highlight the equipment's quality and performance.*

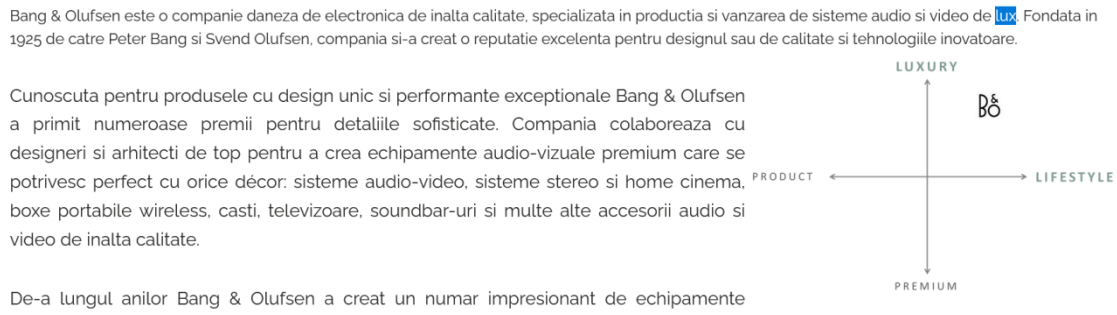
https://www.spionshop.ro/esonic-mq-u310-aparat-de-inregistrare-vocala-high-end-in-cheie-usb/

Translation of the Office:

Features

- ***Luxury** digital voice recorder with USB key*

https://www.audioclub.ro/blog/un-nou-brand-alaturi-de-noi-bang-olufsen-designul-sunetului?srsltid=AfmBOorLd1p9-10co4B9Hbrst1rvpzsk1kE2mPojs5QvF8UXvmOMK41H



Translation of the Office:

*Bang & Olufsen is a Danish high-end electronics company, specializing in the production and sale of **luxury audio and video systems**. Founded in 1925 by Peter Bang and Svend Olufsen, the company has built an excellent reputation for its quality design and innovative technologies.*

Known for products with unique design and exceptional performance, Bang & Olufsen has received numerous awards for its sophisticated details. The company collaborates with top designers and architects to create premium audiovisual equipment that perfectly complements any décor: audio-video systems, stereo and home cinema systems, portable wireless speakers, headphones, televisions, soundbars, and many other high-quality audio and video accessories.

https://www.senia.ro/pian-de-concert-yamaha-gc1m-pwh/29145-1

Translation of the Office:

Grand Piano

Luxury Design

https://www.businessmagazin.ro/arta-si-societate/lifestyle/un-business-nou-pentru-audiofili-15946191

Tot pentru cei care vor să asculte muzica bună cum se cuvine se organizează aşa-numitele Classic Album Sundays (duminicile albumelor clasice), o iniţiativă pornită de un DJ american, Colleen Murphy, găzduită de diverse localuri o dată pe lună; acolo, publicului i se propune un album important pe care să-l asculte redat pe aparatură de lux.

Translation of the Office:

Also for those who want to listen to music properly, the so-called Classic Album Sundays are organized—an initiative started by American DJ Colleen Murphy, hosted by various venues once a month. There, the audience is presented with an important album to listen to, played on ***luxury audio equipment****.*

https://www.mcmusic.ro/clape-cu-aranjor/korg-pa5x-76-oriental-sintetizator.html?srsltid=AfmBOorUXcvFW1YbJi2JFYdpgIb2YN01BoQNhI1pLwvf-86EuEuiD0-5

Calitate Premium si Design Elegant

Pa5X ORIENTAL a fost proiectat cu gandul la eleganta si durabilitate, avand un corp robust din aluminiu si panouri laterale din lemn autentic pentru un aspect de lux. Toate claviaturile folosite la Pa5X ORIENTAL confera o senzatie autentica si va permit control complet al expresivitatii in orice situatie de interpretare. Claviatura cu 88 de clape grele are un tuseu realist de pian, pe cand versiunile de 76 si 61 de clape sunt dotate cu o claviatura semi grea. Toate claviaturile includ control aftertouch pentru expresivitate suplimentara.

Translation of the Office:

Premium Quality and Elegant Design

The Pa5X ORIENTAL was designed with elegance and durability in mind, featuring a robust aluminum body and side panels made of genuine wood for a ***luxurious appearance****. All keyboards used in the Pa5X ORIENTAL provide an authentic feel and allow full control of expressiveness in any performance situation. The 88-key keyboard has a realistic piano touch, while the 76- and 61-key versions feature a semi-weighted keyboard. All keyboards include aftertouch control for added expressiveness.*

https://share.google/rafan8IkPHCGUuNjs

Diana Rotaru
Cum prepari un pian?
Rețete pentru o ureche gurmandă – 6 mai 2021

Încă de la strămoșul său, *pianofortele* inventat de Bartolomeo Cristofori prin jurul anului 1700, pianul a avut rolul său bine definit în lumea aristocrației și ulterior a burgheziei, de simbol al statutului social. De-a lungul anilor îi putem urmări evoluția de la condiția de *obiect de lux* închistat într-o zonă a *confortului* la cea de *organism viu*, partener de scenă și de *aventuri* sonore. Mai precis, intrăm în lumea *tehnicilor extinse*, tehnici care au îmbogățit atât de mult paleta de expresii, de emoții a compozitorilor din secolul XX încoace, prin influențele venite mai cu seamă din jazz și din muzicile orientale.

60

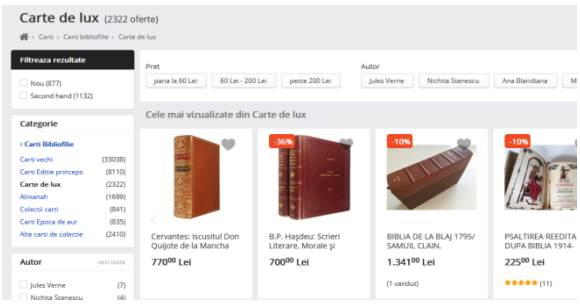
Translation of the Office:

How Do You Prepare a Piano?

Recipes for a Gourmet Ear – May 6, 2021

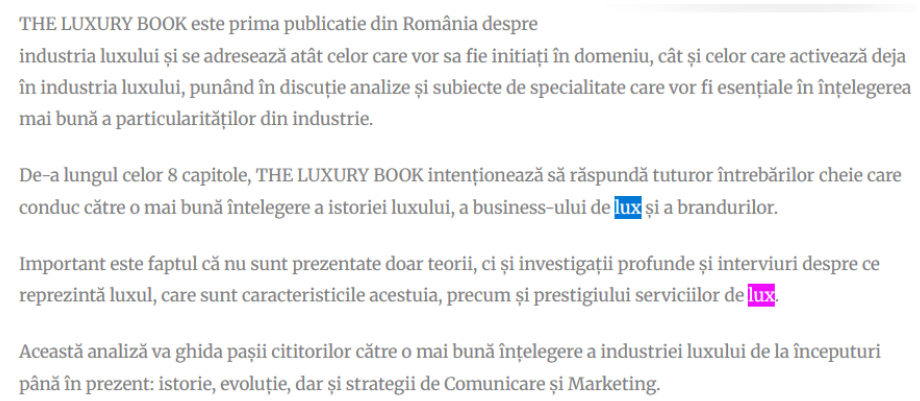
From its ancestor, the pianoforte invented by Bartolomeo Cristofori around the year 1700, the piano has had its well-defined role in the world of the aristocracy and later the bourgeoisie, as a symbol of social status. Over the years, we can trace its evolution from a ***luxury object*** *confined to a zone of comfort to that of a living organism, a partner on stage and in sonic adventures. More precisely, we enter the world of extended techniques—techniques that have so greatly enriched the palette of expression and emotion available to composers from the 20th century onward, thanks especially to influences from jazz and Eastern music.*

https://www.okazii.ro/bibliofilie/carte-de-lux/



Translation of the Office: ***Luxury Book***

https://www.luxury-adviser.com/product/sample-product/the-luxury-book-pdf/



THE LUXURY BOOK este prima publicatie din România despre
industria luxului și se adresează atât celor care vor sa fie initiați în domeniu, cât și celor care activează deja în industria luxului, punând în discuție analize și subiecte de specialitate care vor fi esențiale în înțelegerea mai bună a particularităților din industrie.

De-a lungul celor 8 capitole, THE LUXURY BOOK intenționează să răspundă tuturor întrebărilor cheie care conduc către o mai bună întelegere a istoriei luxului, a business-ului de lux și a brandurilor.

Important este faptul că nu sunt prezentate doar teorii, ci și investigații profunde și interviuri despre ce reprezintă luxul, care sunt caracteristicile acestuia, precum și prestigiului serviciilor de lux.

Această analiză va ghida pașii cititorilor către o mai bună înțelegere a industriei luxului de la începuturi până în prezent: istorie, evoluție, dar și strategii de Comunicare și Marketing.

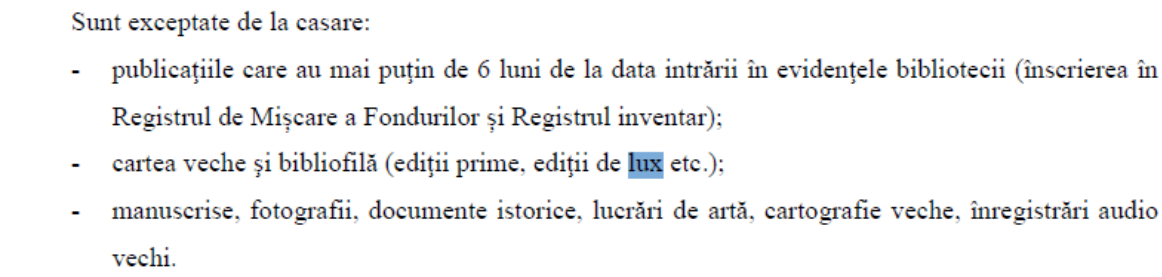
Translation of the Office:

THE LUXURY BOOK is the first publication in Romania about the luxury industry, aimed both at those who want to be introduced to the field and at those already active in the luxury sector. It discusses analyses and specialized topics that are essential for a better understanding of the industry's particularities.

Across its eight chapters, THE LUXURY BOOK aims to answer all the key questions that lead to a deeper understanding of the history of luxury, the luxury business, and luxury brands.
Importantly, it does not present only theories, but also in-depth investigations and interviews about what luxury represents, its characteristics, and the prestige of luxury services.

This analysis will guide readers toward a better understanding of the luxury industry from its beginnings to the present day: history, evolution, as well as Communication and Marketing strategies.

https://share.google/HjWUSlHr3RkCX5t4h



Sunt exceptate de la casare:

- publicaţiile care au mai puţin de 6 luni de la data intrării în evidenţele bibliotecii (înscrierea în Registrul de Mișcare a Fondurilor și Registrul inventar);
- cartea veche şi bibliofilă (ediţii prime, ediţii de lux etc.);
- manuscrise, fotografii, documente istorice, lucrări de artă, cartografie veche, înregistrări audio vechi.

Translation of the Office:

The following are exempt from disposal:

- *publications that have been in the library's records for less than 6 months (entered in the Fund Movement Register and the Inventory Register);*
- *old and bibliophile books (first editions, **luxury editions**, etc.);*

https://luxury.ro/despre/

LUXURY Rich&Famous

Într-o lume în care trendul global s-a orientat în ultimii ani către produse şi servicii de lux, o publicaţie care să prezinte luxul cu bun gust şi eleganţă era un demers *sine qua non* al societăţii româneşti. Revista LUXURY îşi propune să introducă publicul în atmosfera şi stilul de viaţă caracteristice celor care ştiu să ia din viaţă doar ce este mai bun.

Atribute:
Eleganţa layoutului, a subiectelor, prezentarea grafică în condiţii de excelenţă. Revista LUXURY prezintă subiecte de interes pentru cei care aspiră sau deja experimentează bucuria de a trăi viaţa la cel mai bun nivel. Este vorba despre o evadare din banalul cotidian pentru cei care aspiră la o existenţă ideală şi de informaţie pertinentă pentru cei care au deja acest stil de viaţă. Impartialitatea şi evitarea personajelor controversate locale conferă un nou atribut puternic pentru această publicaţie. Prestanţa, stilul, excelenţa, confortul, supleţea, impecabilul, umorul rafinat sunt coordonatele la care se raportează LUXURY Magazine.

Jewelry & Watches
Accesorii, bijuterii, ceasuri, descoperiri inedite, artişti şi lucrările lor, dar şi editoriale asupra fenomenului şi segmentului de lux ale unor nume cu greutate vor face din această secţiune un atu suficient de puternic pentru ca revista sa fie la fel de interesantă şi pentru cei care preferă să citească revista în ordinea inversă a paginilor.

Translation of the Office:

LUXURY Rich & Famous

*In a world where the global trend in recent years has leaned toward **luxury products and services**, a publication presenting luxury with taste and elegance was a sine qua non for Romanian society. LUXURY Magazine aims to introduce the public to the atmosphere and lifestyle characteristic of those who know how to take only the best from life.*

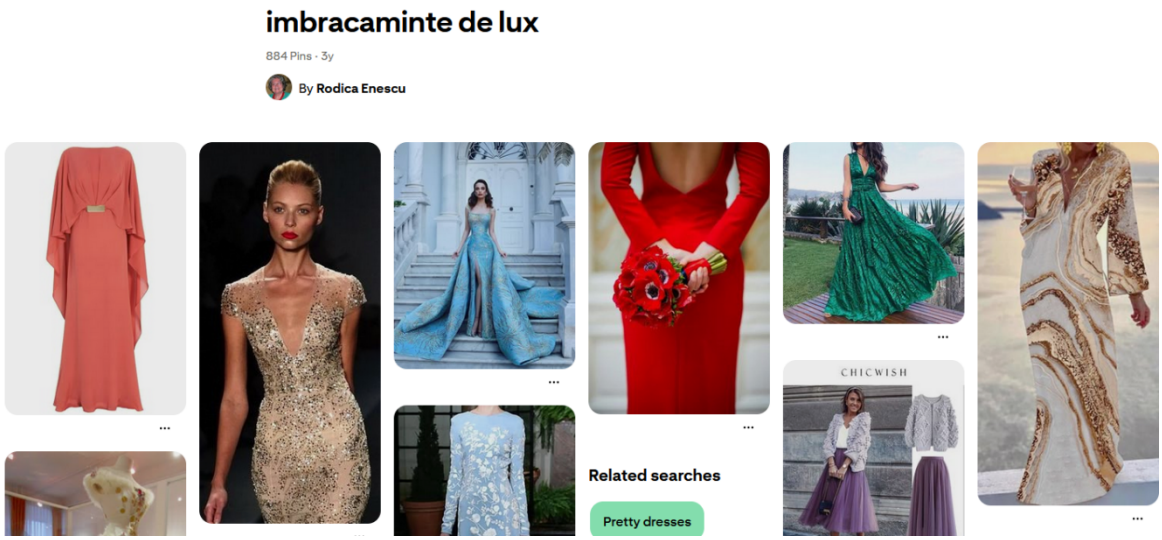
Attributes:

The elegance of the layout and topics, along with graphic presentation of the highest standard. LUXURY Magazine features subjects of interest for those who aspire to or already experience the joy of living life at the highest level. It is about an escape from the mundane for those aspiring to an ideal existence, and relevant information for those who already live this lifestyle. Impartiality and the avoidance of controversial local figures give this publication a strong new attribute. Prestige, style, excellence, comfort, sophistication, flawlessness, and refined humor are the coordinates by which LUXURY Magazine operates.

Jewelry & Watches

Accessories, jewelry, watches, unique discoveries, artists and their works, as well as editorials on the luxury phenomenon and segment by influential names, will make this section a strong asset, ensuring that the magazine is just as interesting for those who prefer to read it in reverse page order.

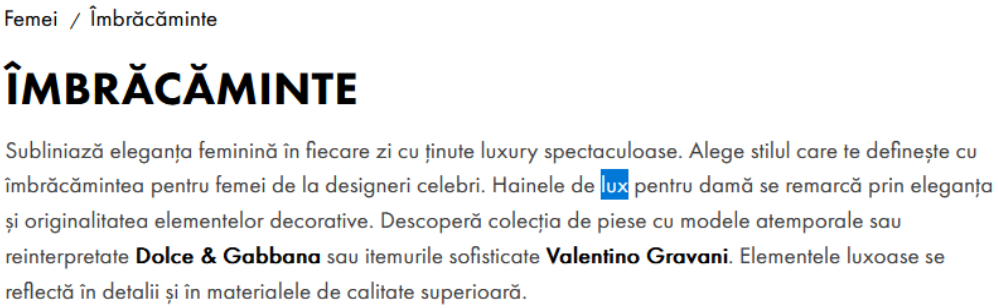
https://ro.pinterest.com/renescu/imbracaminte-de-lux/



Translation of the Office:

Luxury Clothing

https://www.toff.ro/femei/imbracaminte?srsltid=AfmBOor70TeWOORYeWFGK2s7kJekDLffCY4dFpb9JI9zol8nN6IbEptm



Translation of the Office:

Clothing

Highlight feminine elegance every day with spectacular luxury outfits. Choose the style that defines you with women's clothing from renowned designers. ***Luxury women's clothing*** *stands out for the elegance and originality of its decorative elements. Discover a collection of pieces with timeless or reinterpreted Dolce & Gabbana designs, or the sophisticated items from Valentino Garavani. The luxurious elements are reflected in the details and in the use of high-quality materials.*

https://www.digi24.ro/magazin/timp-liber/divertisment/romanii-cumpara-haine-de-lux-in-valoare-de-20-de-milioane-de-euro-213137

Românii iubesc luxul, fie că e vorba de mașini, de ceasuri, de bijuterii sau chiar de articole vestimentare. De exemplu, un costum de lux poate costa 6.500 de lei, iar ținuta completă costă de la 15.000 de lei în sus.

Unora nici nu le trece prin gând că ar putea da atâtea bani pe îmbrăcăminte, însă pentru cei peste zece mii de români cu averi care depășesc un milion de dolari, hainele de lux sunt ceva firesc. Dintre aceștia, câteva sute preferă costumele personalizate. Julia Kristensen și-a deschis primul astfel business în Romania, în urmă cu 18 ani.

Translation of the Office:

*Romanians love **luxury**, whether it's cars, watches, jewelry, or even clothing. For example, a **luxury suit** can cost 6,500 lei, and a complete outfit starts from 15,000 lei.*

*While some wouldn't even consider spending that much on clothing, for the more than ten thousand Romanians with fortunes exceeding one million dollars, **luxury clothing** is normal. Among them, a few hundred prefer custom-made suits. Julia Kristensen opened her first such business in Romania 18 years ago.*

https://www.blana.ro/blanuri-de-lux/

Translation of the Office:

Luxury Furs

https://share.google/n0VAnzVKmGCWQHQMT

	Proiect expozițional	*3.a.5. Familia Laszlo-Temesvari comerciantii brasoveni de haine de lux. Urme ale comunitatii armenilor din Brasov.*	1	Cercetare in Fondul documentar pentru valorifica un subiect interesant: armenii din Brasov si comertul cu haine de lux (expozitie in vitrina);	Organizarea unei expozitii fotografice ; Documentare, tiparire, prezentare unui aspect privind viata economica si multiculturalitatea societatii brasovene ; Aduce in atentia publicului urme ale comunitatii armenilor din Brasov: oameni, povesti de viata.	**3.000 lei**

Translation of the Office:

*Research in the Documentary Collection to highlight an interesting topic: the Armenians of Brașov and the trade in **luxury clothing** (window exhibition).*

https://afisha.md/ro/news/lifestyle/14-lucruri-obisnuite-transformate-in-produse-de-lux-care-costa-o-avere

Translation of the Office:

*14 Ordinary Things Transformed into **Luxury Products** That Cost a Fortune*

*Although they are ordinary items, the way they are made turns them into **luxury products**. Discover 14 everyday things that cost a fortune!*

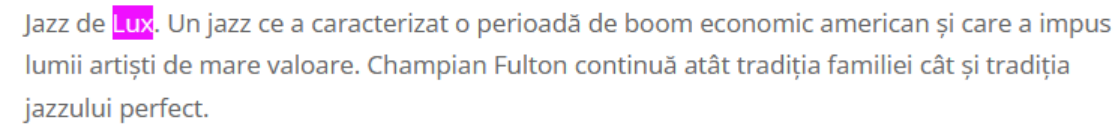
There is an old saying: "The one who asks isn't foolish; the one who gives is." When money seems to fly out of your hands and nothing feels too expensive, high-rollers put their minds to work and come up with the craziest ideas to take your money.

https://evenimentedelux.ro/

Translation of the Office:

*New Collections - Search in the "**Luxury Events**" collection.*

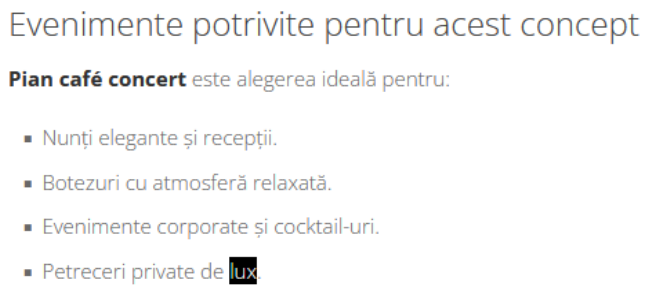
https://contacteculturale.ro/2022/10/11/jazz-de-lux-champian-fulton-trio-la-deva-jazz-fest-2022/


Jazz de Lux. Un jazz ce a caracterizat o perioadă de boom economic american și care a impus lumii artiști de mare valoare. Champian Fulton continuă atât tradiția familiei cât și tradiția jazzului perfect.

Translation of the Office:

Luxury Jazz. *A jazz style that marked a period of American economic boom and introduced the world to highly talented artists. Champian Fulton continues both her family's tradition and the tradition of perfect jazz.*

https://weddingdj.ro/pian-cafe-concert/


Evenimente potrivite pentru acest concept

Pian café concert este alegerea ideală pentru:

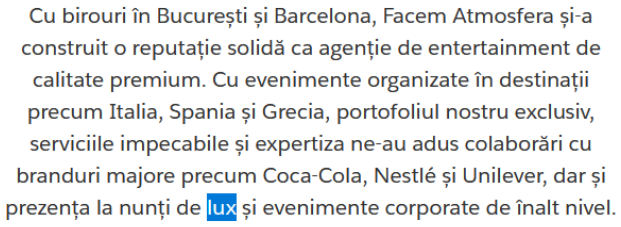
- Nunți elegante și recepții.
- Botezuri cu atmosferă relaxată.
- Evenimente corporate și cocktail-uri.
- Petreceri private de lux.

Translation of the Office:

The café concert piano is the ideal choice for:

- *Elegant weddings and receptions.*
- *Baptisms with a relaxed atmosphere.*
- *Corporate events and cocktails.*
- ***Luxury*** *private parties.*

https://www.facematmosfera.ro/about-us

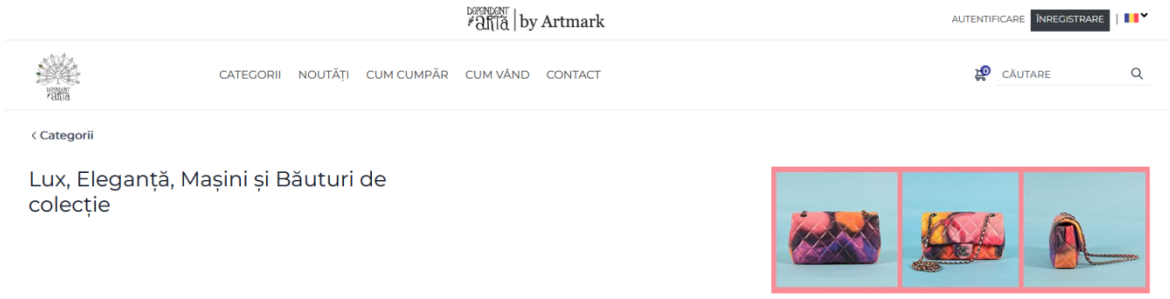

Cu birouri în București și Barcelona, Facem Atmosfera și-a construit o reputație solidă ca agenție de entertainment de calitate premium. Cu evenimente organizate în destinații precum Italia, Spania și Grecia, portofoliul nostru exclusiv, serviciile impecabile și expertiza ne-au adus colaborări cu branduri majore precum Coca-Cola, Nestlé și Unilever, dar și prezența la nunți de lux și evenimente corporate de înalt nivel.

Translation of the Office:

With offices in Bucharest and Barcelona, Facem Atmosfera has built a solid reputation as a premium-quality entertainment agency. With events organized in destinations such as Italy, Spain, and Greece, our exclusive portfolio, impeccable services, and expertise have led to collaborations with major brands like Coca-Cola, Nestlé, and Unilever, as well as

*appearances at **luxury weddings** and high-level corporate events.*

https://dependentdearta.artmark.ro/ro/categories/lux-eleganta-masini-si-bauturi-de-colectie/b%C4%83uturi



Translation of the Office:

***Luxury**, Elegance, Cars, and Collectible Drinks.*

Based on the foregoing dictionary definitions and internet references, the Office maintains its opinion that the relevant Romanian-speaking public will immediately understand the mark as meaning: luxury, luxurious, high or of superior quality, which (produces or) sells items of superior quality and refinement, first-rate, select, exceptional.

Regarding the argument in point 2, the mere assertion that a part of the public may attribute a different meaning to the sign's verbal element does not imbue the sign with the minimum degree of distinctiveness. The General Court has already held that, for a sign to fall within the scope of the prohibition in Article 7(1)(b) EUTMR, it was sufficient that a ground for refusal existed in relation to a non-negligible part of the target public, and that it was unnecessary to examine whether the mark applied for is eligible for registration from the perspective of the remaining part of the public (26/11/2015, T-520/14, RACE GTP, EU:T:2015:884, § 29; 15/12/2016, T-529/15, START UP INITIATIVE (fig.), EU:T:2016:747, § 55; 06/10/2017, T-878/16, KARELIA, EU:T:2017:702, § 27; 13/10/2021, T-523/20, Blockchain island, EU:T:2021:691, § 41).

While it is true, as the applicant argues, that a minimum degree of distinctive character is sufficient to permit the conclusion that a mark is distinctive, it is also necessary that the mark be capable, apart from its promotional function, of being perceived immediately by the relevant public as an indication of the commercial origin of the goods/services for which protection is sought. However, in the present case, the semantic content of the sign in question indicates to the consumer a characteristic of the goods and services which, while not specific, comes from promotional or advertising information, which the relevant public will perceive first and foremost as such, rather than as an indication of the commercial origin of those services (28/06/2017, T-479/16, AROMASENSATIONS (fig.), EU:T:2017:441, § 35).

In summary, the verbal component 'LUX' is a Romanian word that has nothing unusual or striking. The immediate perception is usually the one that makes the most common sense and is the most proximate to the nature of the goods or services covered by the sign. In the present case, the relevant Romanian-speaking public will immediately understand the sign as a whole as a promotional, informative, and non-distinctive message that merely serves to highlight positive aspects of the goods and services, as described above. The relevant public will not tend to see in the sign any indication of commercial origin.

Contrary to what the applicant claims, the Office maintains that the sign has a sufficiently clear meaning in relation to the goods and services at issue. The most probable scenario is that this word in the mark will lead the target public to see the sign as a mere advertising message extolling the qualities of the goods and services in question, instead of a trade mark indicating a unique commercial source. The sign does not constitute a play on words, nor does it introduce any element of conceptual intrigue or surprise. It is not unexpected and does not trigger in the minds of the relevant public a cognitive process. Since the sign does not use any linguistic or stylistic devices, such as alliteration, metaphors, rhyme, paradox, etc., the Office does not find any reason to doubt the capability of Romanian-speaking consumers to establish a clear and direct link between the contested sign and the goods and services at issue.

'LUX' will be understood as a statement referring to premium, high quality or luxury goods and services. Its laudatory and promotional character is intended to highlight the positive characteristics of the goods and services for whose presentation it is to be used. The sign will therefore be immediately perceived by the relevant public as an advertising formula indicating that the goods and services in question offer consumers an advantage in terms of quality compared with competing goods (17/12/2014, T-344/14, Deluxe, EU:T:2014:1097, § 24; 04/07/2018, T-222/14 RENV, deluxe, EU:T:2018:402, § 47; 50).

The meaning of 'LUX' is immediately and clearly apparent from the word itself and does not require any interpretation on the part of the relevant public. The term also possesses no originality or resonance that would indicate to the consumer the commercial origin of the product in question (17/12/2014, T-344/14, Deluxe, EU:T:2014:1097, § 25).

In view of the above, endorsed by dictionary definitions and the internet extracts reflecting market practice, the Office maintains that, for the Romanian-speaking relevant public in the EU, the mark at issue is purely laudatory regarding the goods and services, and is thus incapable of performing the essential function of a trade mark in respect of the goods and services concerned.

Previous registrations

The applicant argues that the sign applied for should be registered, as similar trade marks had already been entered in the European Union Trade Mark and Romanian Register. In addition, the applicant argues that the identical mark for identical goods and services has not encountered any official objections on absolute grounds before the UK IPO.

Firstly, it should be noted that the registrations referred to by the applicant are not the subject of this case.

Second, regarding the argument that the mark has been accepted on absolute grounds by the UKIPO, the Office stresses that the EUTM regime is an autonomous system with its own set of objectives and rules peculiar to it; it applies independently of any national system. Consequently, the registrability of a sign with effect in the European Union must be assessed by reference only to the relevant EU rules. The Office is not bound by a decision given in a Member State or in a third country, such as the United Kingdom, that the sign in question is registrable (13/05/2020, T-532/19, pantys, EU:T:2020:193, § 33; 14/12/2018, T-7/18, Business and technology working as one, EU:T:2018:974, § 45; 08/02/2011, T-157/08, Insulate for life, § 38 and the case-law cited). That is so even if such a decision were adopted in a country belonging to the linguistic area in which the word mark in question originated (29/03/2012, T-242/11, 3D eXam, EU:T:2012:179, § 44), which in this case is the Romanian territory only.

Regarding the RO No. 6082 ‘LUX’, the Office noted that it covers different goods and was registered more than 30 years ago (30/10/1994). Further, according to case-law:

> the European Union trade mark regime is an autonomous system with its own set of objectives and rules peculiar to it; it is self-sufficient and applies independently of any national system … Consequently, the registrability of a sign as a European Union trade mark must be assessed by reference only to the relevant Union rules. Accordingly, the Office and, if appropriate, the Union judicature are not bound by a decision given in a Member State, or indeed a third country, that the sign in question is registrable as a national mark. That is so even if such a decision was adopted under national legislation harmonised with Directive 89/104 or in a country belonging to the linguistic area in which the word sign in question originated.

(27/02/2002, T-106/00, Streamserve, EU:T:2002:43, § 47).

Further, the Office has conducted an internet search in the Romanian trade mark register and identified the following marks comprising of the word ‘LUX’ or different words in combination with ‘DE LUX’ that have been refused for various goods and services:

- LUX (Class 30) – application no. M 2002 04858

https://api.osim.ro:8443/tm-registry/detail/trademark.htm?idappli=X8228439%20%20%20%20

- LUX (Classes 6 and 11) – application no. M 2013 05537

https://api.osim.ro:8443/tm-registry/detail/trademark.htm?idappli=X8344048%20%20%20%20

- LUX (Class 36) – application no. 044819

https://api.osim.ro:8443/tm-registry/detail/trademark.htm?idappli=00044819%20%20%20%20

- BRANDURI DE LUX (Classes 9, 16, 35, 39, 40 and 41) – application no. M 2006 13305

https://api.osim.ro:8443/tm-registry/detail/trademark.htm?idappli=X8277082%20%20%20%20

- AUDIO LUX (Class 9) – application no. M 2001 00122

https://api.osim.ro:8443/tm-registry/detail/trademark.htm?idappli=2001000122%20%20

- LUX STUDIO (Classes 35, 38, 41 and 42) – application no. M 2025 06854

https://api.osim.ro:8443/tm-registry/detail/trademark.htm?idappli=Y92874%20%20%20%20%20%20

- SELECTIONAT DE LUX (Class 33) – application no. M 2013 00660

https://api.osim.ro:8443/tm-registry/detail/trademark.htm?idappli=X8339127%20%20%20%20

- AIR LUX (Class 3) – application no. M 2010 01912

https://api.osim.ro:8443/tm-registry/detail/trademark.htm?idappli=X8313465%20%20%20%20

- CASA LUX (Classes 42 and 43) – application no. M 2023 09836

https://api.osim.ro:8443/tm-registry/detail/trademark.htm?idappli=Y71902%20%20%20%20%20%20

- Lux Profil (Class 6) – application no. M 2023 00247

https://api.osim.ro:8443/tm-registry/detail/trademark.htm?idappli=Y62551%20%20%20%20%20%20

- Brazi de lux (Classes 4, 9, 11, 16, 26, 28, 30, 31, 35, 38 and 41) – application no. M 2022 01042

https://api.osim.ro:8443/tm-registry/detail/trademark.htm?idappli=Y53776%20%20%20%20%20%20

Within the scope of harmonised European trade mark law, and even more so within the Office's examination practice, attempts should be made to ensure that the same results are reached in comparable cases. Decisions concerning the registrability of a sign as a European Union trade mark are adopted in the exercise of circumscribed powers and are not a matter of discretion.

Accordingly, the legality of the registration must be assessed solely on the basis of the EUTMR and not on the basis of previous decision-making practice. Prior registrations merely constitute a circumstance that can be taken into consideration without, however, being decisive. The argument regarding the registrability of other trade marks is only relevant if it contains grounds that call into question the examiner's assessment, which is not the case here (12/02/2009, C-39/08 & C-43/08, Volks.Handy, EU:C:2009:91; 15/09/2005, C-37/03 P, BioID, EU:C:2005:547, § 47, 51; 06/03/2007, T-230/05, Golf USA, EU:T:2007:76, § 57–64; 06/07/2011, T-258/09, Betwin, EU:T:2011:329, § 76–84; 27/02/2015, T-106/14, Greenworld, EU:T:2015:123, § 36).

The fact that similar trade marks have been registered is only indirectly relevant, having regard to the harmonised trade mark law of the European Union.

The Office noted that the two EUTMs cited by the applicant have in common with the present mark only the verbal element 'LUX', while they were registered for different goods. Further, the Office points out that both EUTMs invoked by the applicant have been subject to absolute grounds for refusal objections.

Finally, market practices, languages, and examination practices evolve over time, and some of the marks cited may, therefore, have been accepted as they were considered registrable at the time of application, though that may not be the case nowadays. Moreover, where marks are in fact registered *contra legem*, there is a mechanism in place to deal with such cases, namely cancellation proceedings.

In any case, the Office has taken the earlier registrations cited by the applicant into account, but nevertheless comes to the conclusion that the trade mark application is to be excluded from registration for the reasons given above.

It is irrelevant whether third parties could be interested in using the trade mark applied for. Article 7(1)(b) EUTMR does not depend on there being a real, current, and serious need to

leave a sign or indication free for the benefit of third parties (22/11/2011, T-290/10, Tennis Warehouse, EU:T:2011:684, § 36). The need to keep the sign freely available need not be examined or even proved in order to refuse a European Union trade mark application for being non-distinctive.

In conclusion, the sign in question is devoid of any distinctive character within the meaning of Article 7(1)(b) and Article 7(2) EUTMR.

Deadline for a reply

If you have any observations, they should be submitted within two months of the notification of this communication. If you do not submit any observations, the application will be rejected.

If you need additional explanation on any aspect of this communication, please contact the EUIPO's Information Centre on +34 965139100 making reference to your application number. The Information Centre will provide an answer to your question, or will put you through to the examiner in charge of the file. If the examiner is not available, you may request a 'call back' and the examiner will contact you within two working days.

Roxana PÎSLARU
Examiner