



2022 Edition of the EUIPO Guidelines: Focus on Absolute Grounds

Muriel SIRO

Leader of KC AG & Ex-parte Proceedings

22 March 2022

PROGRAMME

15'
Presentation

GUIDELINES 2022:
KC AG
&
Ex-parte Proceedings

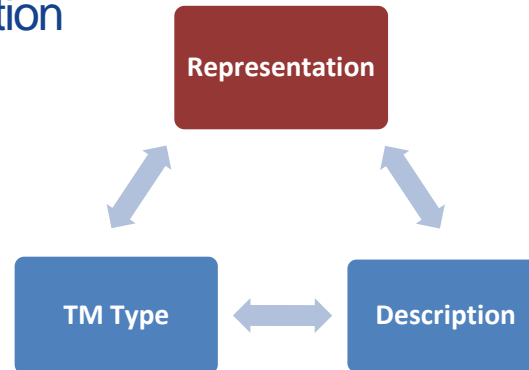
Questions and answers:
12 April 2022

FORMALITIES GL 2022

- Information regarding applicants
GO to part A of the guidelines



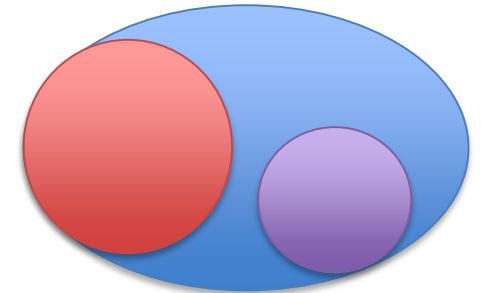
- The importance of representation



ABSOLUTE GROUNDS GL 2022

Homogenous categories of goods and services

- same sufficiently direct and specific link to the sign
 - ✓ characteristics, their essential qualities and their intended purposes
 - ✓ the mark applied for and its perception by the relevant public



ABSOLUTE GROUNDS GL 2022

Distinctiveness (art 7.1.b EUTMR)

- No Minimum degree of distinctiveness

See More. Reach More. Treat More.

(T-555/18)

ABSOLUTE GROUNDS GL 2022

Distinctiveness (art 7.1.b EUTMR)

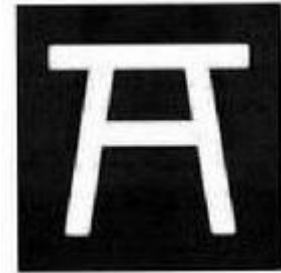
- Further examples: simple geometrical shapes



ABSOLUTE GROUNDS GL 2022

Distinctiveness (art 7.1.b EUTMR)

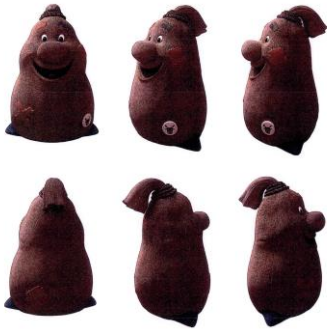
- Further examples: pictograms



ABSOLUTE GROUNDS GL 2022

Distinctiveness (art 7.1.b EUTMR)

- Further examples: toys (shape marks)



Speaker presentation



Muriel SIRO
Legal Department (Legal Practice Service)
EUIPO