

**The Protection of Weak Trade Marks
after the Judgment of the CJEU in
*Formula One Licensing v OHIM and
Global Sports Media***

IP Case Law Conference, Alicante
6 May 2016

David T. Keeling

*Formula One Licensing v OHIM and Global
Sports Media*

C-196/11 P, 24 May 2012

TM applied for



Earlier TMs



F1

Volkswagen AG v OHIM and Suzuki Motor Corp.

T-63/09, 21 March 2012

TM applied for

Earlier TM

SWIFT GTi

GTI

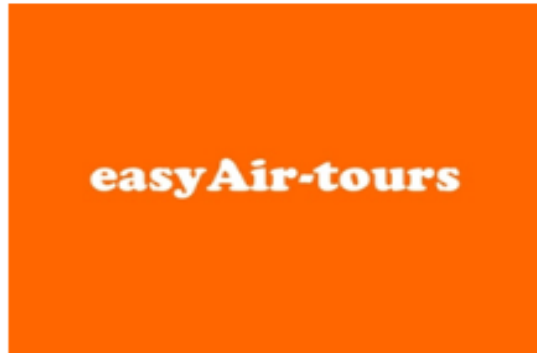
Motor vehicles and parts thereof; various accessories for motor vehicles

Motor vehicles and parts thereof

easyGroup IP Licensing Ltd v OHIM and Tui AG

T-608/13, 13 May 2015

TM applied for



Earlier TM



Olive Line International SL v OHIM and Umbria

Olii International Srl

T-273/10, 22 May 2012

TM applied for



Bleaching/cleaning preparations,
soaps, perfumery, essential oils,
cosmetics, hair lotions

Earlier TMs



Olive line

Soaps, perfumery, essential oils,
cosmetics, hair lotions,
all olive-oil based

McNeil AB v OHIM and Alkalon ApS

T-580/11, 6 June 2013

TM applied for

Earlier TM

NICARONO

NICARETTE

Identical goods: Pharmaceuticals,
medical devices to help quit smoking,
chewing gum