

Evocation



International Conference, Tbilisi, 24/09/2019

oriGIn Unique&United

Relevant rules

- I. Art. 13.1.b of Regulation 1151/2012
- II. Art. 103.3.b of Regulation 1308/2013
- III. Art. 21.2.b of Regulation 2019/787

Glen Buchenbach



Queso Manchego



+
invalidation of the
trademark

Queso Tetilla



Physical appearance of products bearing protected names

Syndicat interprofessionnel de défense
du fromage Morbier

v.

Fromagère du Livradois

EUIPO Guidelines for examining EU trade marks

Implementation

- EUTM application 16 721 491, figurative mark (class 33)



- EUTM 14915235 (class 33) “Bord’Oh”

Agenda

oriGIn / EUIPO meeting