

Action brought on 15 January 2020 — FF IP v EUIPO — Seven (the DoubleF)**(Case T-23/20)**

(2020/C 68/73)

*Language in which the application was lodged: Italian***Parties***Applicant:* FF IP Srl (Mantua, Italy) (represented by: M. Locatelli, lawyer)*Defendant:* European Union Intellectual Property Office (EUIPO)*Other party to the proceedings before the Board of Appeal:* Seven SpA (Leini, Italy)**Details of the proceedings before EUIPO***Applicant for the trade mark at issue:* Applicant before the General Court*Trade mark at issue:* Application for EU figurative mark the DoubleF — Application for registration No 15 780 001*Procedure before EUIPO:* Opposition proceedings*Contested decision:* Decision of the First Board of Appeal of EUIPO of 31 October 2019 in Case R 2588/2018-1**Form of order sought**

The applicant claims that the Court should:

- annul the contested decision;
- declare the trade mark the DoubleF registrable as an EU trade mark in respect of all the goods in Classes 18 and 35, as set out in application for registration No 15 780 001;
- order EUIPO to pay the costs of the present proceedings.

Plea in law

- Infringement of Article 8(1)(b) and Article 8(2) of Regulation (EU) 2017/1001 of the European Parliament and of the Council.
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