

Action brought on 17 July 2020 — SBG v EUIPO — VF International (GEØGRAPHICAL NØRWAY)**(Case T-458/20)**

(2020/C 287/64)

*Language in which the application was lodged: French***Parties***Applicant:* Super Brand Licencing (SBG) (Villeurbanne, France) (represented by: T. de Haan and A. Sion, lawyers)*Defendant:* European Union Intellectual Property Office (EUIPO)*Other party to the proceedings before the Board of Appeal:* VF International Sagl (Stabio, Switzerland)**Details of the proceedings before EUIPO***Proprietor of the trade mark at issue:* Applicant before the General Court*Trade mark at issue:* International registration designating the European Union in respect of the word mark GEØGRAPHICAL NØRWAY — International registration designating the European Union No 933 206*Procedure before EUIPO:* Proceedings for a declaration of invalidity*Contested decision:* Decision of the First Board of Appeal of EUIPO of 6 April 2020 in Case R 1178/2019-1**Form of order sought**

The applicant claims that the Court should:

- annul the contested decision;
- order EUIPO and the intervener to pay the costs, including the costs incurred by the applicant in respect of the proceedings before the First Board of Appeal of EUIPO.

Plea in law

- Infringement of Article 59(1)(b) of Regulation (EU) 2017/1001 of the European Parliament and of the Council, by reason of the incorrect assessment of the existence of bad faith at the time when the application for the mark was filed.

Action brought on 17 July 2020 — SBG v EUIPO — VF International (GEOGRAPHICAL NORWAY EXPEDITION)**(Case T-459/20)**

(2020/C 287/65)

*Language in which the application was lodged: French***Parties***Applicant:* Super Brand Licencing (SBG) (Villeurbanne, France) (represented by: T. de Haan and A. Sion, lawyers)*Defendant:* European Union Intellectual Property Office (EUIPO)*Other party to the proceedings before the Board of Appeal:* VF International Sagl (Stabio, Switzerland)

Details of the proceedings before EUIPO

Proprietor of the trade mark at issue: Applicant before the General Court

Trade mark at issue: EU figurative mark GEOGRAPHICAL NORWAY EXPEDITION in black, taupe, red and white — EU trade mark No 9 860 834

Procedure before EUIPO: Proceedings for a declaration of invalidity

Contested decision: Decision of the First Board of Appeal of EUIPO of 6 April 2020 in Case R 664/2019-1

Form of order sought

The applicant claims that the Court should:

- annul the contested decision;
- order EUIPO and the intervener to pay the costs, including the costs incurred by the applicant in respect of the proceedings before the First Board of Appeal of EUIPO.

Plea in law

- Infringement of Article 59(1)(b) of Regulation (EU) 2017/1001 of the European Parliament and of the Council, by reason of the incorrect assessment of the existence of bad faith at the time when the application for the mark was filed.

Action brought on 17 July 2020 — SBG v EUIPO — VF International (Geographical Norway)

(Case T-460/20)

(2020/C 287/66)

Language in which the application was lodged: French

Parties

Applicant: Super Brand Licencing (SBG) (Villeurbanne, France) (represented by: T. de Haan and A. Sion, lawyers)

Defendant: European Union Intellectual Property Office (EUIPO)

Other party to the proceedings before the Board of Appeal: VF International Sagl (Stabio, Switzerland)

Details of the proceedings before EUIPO

Proprietor of the trade mark at issue: Applicant before the General Court

Trade mark at issue: EU figurative mark Geographical Norway — EU trade mark No 10 015 352

Procedure before EUIPO: Proceedings for a declaration of invalidity

Contested decision: Decision of the First Board of Appeal of EUIPO of 6 April 2020 in Case R 662/2019-1

Form of order sought

The applicant claims that the Court should:

- annul the contested decision;
- order EUIPO and the intervener to pay the costs, including the costs incurred by the applicant in respect of the proceedings before the First Board of Appeal of EUIPO.