
**General Court affirms rejection of 3D 'barbell' toothbrush as EU trademark Examination/opposition
European Union - NJORD Registration
National**

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In *Loops, LLC v EUIPO* (Case T-385/15, June 14 2016), the General Court affirmed a decision of the EUIPO Second Board of Appeal and stated that the board was correct to consider that a 3D mark of a toothbrush was only a variant of a generally used and recognised shape of a toothbrush, and thus could benefit from registration under the EU Trademark Regulation (207/2009).

The applicant filed an application to register its 3D mark in Class 21 of the Nice Classification following the description of "toothbrushes".

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