# Recent Case Law in German Trademark Law



2018



# © Eisenführ Speiser Patentanwälte Rechtsanwälte PartGmbB

Eisenführ Speiser Patentanwälte Rechtsanwälte PartGmbB is a partnership with limited professional liability registered in the Partnerships Register of Bremen Local Court, Registration no. PR 30.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, mechanical, photocopying, recording or otherwise, without prior written permission of Eisenführ Speiser Patentanwälte Rechtsanwälte PartGmbB.

Nothing in this publication constitutes legal advice. Eisenführ Speiser Patentanwälte Rechtsanwälte PartGmbB assumes no responsibility for information contained in this publication or on the website www.eisenfuhr.com and disclaims all liability with respect to such information.

# **CONTENT**

For	ewo	ord	2
	Brexit: What steps do you need to take in the event of a 'no-deal' scenario?		3
II.	Infringement proceedings		4
	1.	Injunction proceedings concerning intellectual property	4
		Federal Constitutional Court, decisions of 30.09.2018, 1 BvR 1783/17 & 2421/17 – Waffengleichheit im Verfügungsverfahren	4
	2.	Admissible use of a company name in the Amazon autocomplete function	6
		Federal Court of Justice, judgment of 15.02.2018, I ZR 201/16 – goFit	6
	3.	Recall in a claim to injunctive relief	8
		Federal Court of Justice, court order of 11.10.2017, I ZB 96/16 – Produkte zur Wundversorgung	8
	4.	Don't look a gift horse in the mouth – potential trademark infringement by refilling towel dispensers with third-party goods?	. 10
		Federal Court of Justice, judgment of 17.10.2018, IZR 136/17 – TORK	. 10
	5.	Exhaustion of rights, impairment of a trademark's functions and use in the course of trade	. 12
		ECJ, judgment of 25.07.2018, C-129/17 – Mitsubishi u. a./Duma u. a	.12
	6.	Admissible use of a trademark for the internal search function on the Amazon platform	. 15
		Federal Court of Justice, judgment of 15.02.2018, IZR 138/16 – Ortlieb	. 15
III.	Elig	gibility for protection, cancellation proceedings, opposition proceedings	. 17
	7.	Referral to the ECJ of a question concerning the extent to which the potential uses of a sign are to be taken into account when assessing its distinctiveness	. 17
		Federal Court of Justice, court order of 21.06.2018, I ZB 61/17 (Federal Patent Court) – #darferdas?	. 17
	8.	Indication of geographical origin, distinctiveness of a mark	. 19
		ECJ, judgment of 06.09.2018 – C-488/16P – Neuschwanstein	

### **FOREWORD**

At EISENFÜHR SPEISER, trademark competence is pooled across the firm in the trademarks practice group. The attorneys-at-law and patent attorneys regularly exchange information regarding new developments in case law and practice. Together, the practice group draws on a wealth of experience of over 50 years. And our clients benefit from this.

This year's case law review pays particular attention to the forthcoming "Brexit" and the resulting possible scenarios for EU intellectual property rights. In order to ensure the protection of, for example, your EU trademarks and Community designs even after Brexit, you will find some useful hints in the following.

In this case law review, the trademarks practice group has compiled and prepared eight current practice-related decisions from the last couple of months for you. In addition to the question of trademark infringement by various forms of use and questions of distinctiveness, the courts also dealt with the issue of "parity of arms" in temporary injunction proceedings, with two widely-noticed decisions handed down by the Federal Constitutional Court. In addition, the review also highlights the latest developments on the subject of "recall obligations in injunctive relief".

April 2019

**EISENFÜHR SPEISER** 

2 Foreword



#### **Bremen**

Am Kaffee-Quartier 3 28217 Bremen Tel +49 421 3635-0 Fax +49 421 3378788 mail@eisenfuhr.com



#### Munich

Arnulfstraße 27 80335 Munich Tel +49 89 549075-0 Fax +49 89 55027555 mailmuc@eisenfuhr.com



#### Berlin

Anna-Louisa-Karsch-Straße 2 10178 Berlin Tel +49 30 841887-0 Fax +49 30 841887-77 mailbln@eisenfuhr.com



## **Hamburg**

Johannes-Brahms-Platz 1 20355 Hamburg Tel +49 40 309744-0 Fax +49 40 309744-44 mailham@eisenfuhr.com