21 February 2019 eip.com/e/uacdpi

EIP



McDonald's has BIG MAC trademark revoked

In the February 2019 issue of Intellectual Property Magazine, Carissa Kendall-Windless discusses the decision of the EUIPO to revoke McDonald's' trademark BIG MAC for lack of use in the EU.

The article is available to subscribers and registered users of Intellectual Property Magazine here.