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# EIP



## VOLVO fails in attempt to block registration of LOVOL trademark

Intellectual Property Magazine has published an article by Sharon Daboul on the EU General Court upholding OHIM's decision to reject a trademark opposition filed by car manufacturer Volvo, based on its arguments of conceptual similarity.

The article by Sharon – a UK and European Trademark Attorney based in the EIP office in London – features in the February 2015 issue of the magazine. Click [here](#) to read the article.