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Vega One v Vegas: word elements almost always win

<u>Partner Claire Lehr reports</u> on a decision of the General Court which confirms the importance of word elements in a composite trademark.

This article first appeared in WTR Daily part of World Trademark Review, in October 2019. For further information, please go to <a href="https://www.worldtrademarkreview.com">www.worldtrademarkreview.com</a>.