

EIP



ITMA Review: Court says no to sanskrit connection

Sharon Daboul writes in the June 2015 issue of the [ITMA Review](#) on a recent decision by the CJEU which confirms the importance of considering all the relevant factors in an assessment of likelihood of confusion between two marks.

It also confirms that even when a mark has meaning to a part of the relevant public, where that meaning is not commonly understood it will not be significant to a conceptual comparison.