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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.