

# EIP



## WTR Daily: McWin for McDonald's over MacCoffee

Sharon Daboul reports in World Trademark Review Daily about a significant victory for McDonald's, who following a ruling by the EU General Court can prevent other companies from using or registering 'Mc' or 'Mac' as a prefix in trademarks for foodstuffs and beverages in the European Union.

To read the article in full, click [here](#).

This article first appeared on WTR Daily, part of World Trademark Review, in September 2016. For further information, please go to [World Trademark Review](#)