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# EIP



## CJEU calls time on The Green Effort Limited v EUIPO case

Head of EIP Brands, Claire Lehr, looks at the case of The Green Effort Limited v EUIPO and what happens when time limits go wrong.

This article first appeared on WTR Daily, part of World Trademark Review, in April 2019. For further information, please go to [www.worldtrademarkreview.com](http://www.worldtrademarkreview.com).