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<sup>p1</sup> **EIP** 



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

Head of EIP Brands, Claire Lehr, looks at the case of <u>The Green Effort Limited v EUIPO</u> 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 <a href="https://www.worldtrademarkreview.com">www.worldtrademarkreview.com</a>.