Reports of Cases

Case C-412/24

Fauré Le Page Maroquinier SAS
and
Fauré Le Page Paris SAS
v
Goyard ST-Honoré SAS

(Request for a preliminary ruling from the Cour de cassation (France))

Judgment of the Court (Third Chamber) of 26 March 2026

(Reference for a preliminary ruling – Trade marks – Directive 2008/95/EC – Article 3(1)(g) – Grounds for refusal of registration or invalidity of a trade mark – Trade mark of such a nature as to deceive the public – Luxury leather goods – Trade mark which includes a number perceived by the relevant public as indicating the year of establishment of a business – Evocation, because that year is in the distant past, of long-standing know-how bestowing on the product concerned a perceived guarantee of quality and a prestigious image – Misleading indication as to the characteristics of the product)

Approximation of laws – Trade marks – Directive 2008/95 – Registration of a trade mark refused or trade mark declared invalid – Marks of such a nature as to deceive the public – Concept – Trade mark consisting of a number – Perception of that number by the relevant public as an indication of the year of establishment of the undertaking that is the proprietor of the mark and of long-standing know-how bestowing on the product concerned a guarantee of quality and a prestigious image – Lack of such know-how – Included

(European Parliament and Council Directive 2008/95, Art. 3(1)(g))

(see paragraphs 24-26, 29-31, operative part)

See the text of the decision.