

BAKER MCKENZIE ADVISES MONDELÉZ ON OREO COOKIES IP CASE

Posted on 29/05/2020



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Baker McKenzie has advised Mondelēz International on an IP case that concluded with the EGC

ruling that preserves the shape of their Oreo cookies



The European Union General Court issued a judgment yesterday, May 28, promoting a new line of case law regarding the protection of three-dimensional trademarks consisting of the shapes of the product itself, surpassing rulings that focused on examining only their wording.

This will have an impact with impact in all the EU, reinforcing the protection of one of the most known products, the original shape of their Oreo cookies, against imitations.

Baker McKenzie's team was led by Barcelona office Intellectual Property partner Cristina Duch (pictured)..