

APPAREL AND ACCESSORIES

EU court sides with Chanel in monogram case

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Still from "Gabrielle, a rebel at heart". Image credit: Chanel

By STAFF REPORTS

The European Union's General Court has ruled in favor of French atelier Chanel in a case regarding the use of a too-similar logo.

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On July 18, the General Court decided that an interlocking "s" logo registered in 2010 by Li Jing Zhou for Golden Rose 999, a Rome-based jewelry company, too closely resembles Chanel's double "c" monogram. Chanel brought Mr. Zhou to court in 2014 for the same matter, but the European Union Intellectual Property Office (EUIPO) ruling was in Mr. Zhou's favor.

Is that Chanel?

Although the EUIPO ruled in Mr. Zhou's favor in 2014, the decision was reversed on July 18.

The EU's General Court found that the two logos had "remarkable similarities." The court felt that consumers could be confused between Chanel and Mr. Zhou's motif, and to due this reason the original registration was invalidated.

While viewed as a win by the French fashion house, the General Court did not approve Chanel's request to have Mr. Zhou's trademark declared invalid. This decision is not within the powers of the General Court, but may be considered by the EUIPO.



From left to right: Chanel's interlocking "c" logo and Li Jing Zhou's "s" monogram

Intellectual property protection is taken seriously by luxury brands, especially when counterfeit goods are involved.

For example, Gucci made significant headway in the ongoing fight to prevent counterfeiting with a 2015 win in its lawsuit against Chinese ecommerce giant Alibaba.

Gucci won a U.S. court order barring Alibaba merchants from selling counterfeit goods online and requiring them to turn over financial information to Gucci's parent company Kering. As this lawsuit and others continue to be fought in court, luxury brands will increasingly be able to limit and prevent the sale of counterfeit goods online ([see story](#)).

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