

(English version)

**Question for written answer E-004268/25
to the Commission
Alice Teodorescu Măwe (PPE)
(30 October 2025)**

Subject: Maintaining trademark protection for Präst, Herrgård and Grevé

The Swedish cheeses Präst, Herrgård and Grevé have long been an important part of Swedish food culture. They reflect the quality and care that characterise Swedish agriculture. At the moment, however, Swedish dairy farmers are concerned that these classic cheeses might lose their trademark protection, because the French dairy group Lactalis has asked the EUIPO to cancel the protection for Präst. A loss of trademark protection would be a major blow to Swedish dairy farmers, as the cheeses could then be produced anywhere in the world.

The Commission has a specific responsibility to ensure that intellectual property rights safeguard Europe's food culture, tradition and quality.

With the above in mind:

1. Is the Commission aware of the Präst trademark case pending before the EUIPO, and how does the Commission assess the balance between the principles of trademark law and the need to protect traditional food names as part of Europe's cultural heritage?
2. Does the Commission intend to review or clarify the provisions of Regulation (EU) 2017/1001 and related guidelines with a view to shoring up the protection of traditional and culturally significant food names in the internal market?

Submitted: 30.10.2025

**Answer given by Executive Vice-President Séjourné on behalf of the European Commission
(11 December 2025)**

The registration of EU trade marks is managed by the European Union Intellectual Property Office (EUIPO). The 'PRÄST' EU trade mark was partially invalidated by the EUIPO ⁽¹⁾. That decision is currently under appeal before the EUIPO Boards of Appeal ⁽²⁾.

The EUIPO is a legally autonomous agency bound to apply the provisions of the EU trade mark Regulation ⁽³⁾ and the decisions of its Boards of Appeal are subject to legal review by Union Courts.

Under the EU trade mark Regulation, a trade mark must be able to indicate that the relevant goods come from a *particular undertaking*. If a trade mark describes *a type of product*, then it may be refused registration or invalidated.

However, the names of traditional food products may be eligible for other forms of intellectual property right protection, in particular the EU-wide protection for product names linked to a specific geographic origin as well as traditional specialities, laid down in Regulation on Geographical Indications for wine, spirit drinks and agricultural products ⁽⁴⁾.

The current system appropriately balances the principles of trade mark law and the need to protect traditional food names because the EUIPO must object to any trade mark that would misuse, imitate or evoke a geographical indication (GI) or traditional specialty guaranteed protected under the regulation (EU) 2024/1143.

The EUIPO produces comprehensive Guidelines on all aspects of its procedures, including the various reasons for objecting to or invalidating an EU trade mark.

Dedicated sections concern conflicts of trade marks with protected GIs and traditional specialities ⁽⁵⁾. The Guidelines are revised regularly, based on input from public and private stakeholders, including the European Commission.

⁽¹⁾ EUIPO cancellation decision No C 66 395 (invalidity) of 25/09/2025.

⁽²⁾ EUIPO Boards of Appeal procedure R 1845/2025.

⁽³⁾ Regulation (EU) 2017/1001 of the European Parliament and of the Council of 14 June 2017 on the European Union trade mark (OJ L 154, 16.6.2017, pp. 1-99).

⁽⁴⁾ Regulation (EU) 2024/1143 of the European Parliament and of the Council of 11 April 2024 on geographical indications for wine, spirit drinks and agricultural products, as well as traditional specialities guaranteed and optional quality terms for agricultural products, amending Regulations (EU) No 1308/2013, (EU) 2019/787 and (EU) 2019/1753 and repealing Regulation (EU) No 1151/2012 (OJ L, 2024/1143, 23.4.2024).

⁽⁵⁾ For trade mark registration procedure: <https://guidelines.euipo.europa.eu/2302857/2231948/trade-mark-guidelines/section-4-absolute-grounds-for-refusal> and invalidity procedure: <https://guidelines.euipo.europa.eu/2302857/1785652/trade-mark-guidelines/3-absolute-grounds-for-invalidity>.