

**Refusal of application for a European Union trade mark
(Article 7 and Article 42(2) EUTMR)**

Alicante, 07/01/2026

Rouse AB
Box 7086
SE-103 87 Stockholm
Sweden
SUECIA

Application No:

19231715

Your reference:

Trade mark:

LA PURETÉ

Mark type:

Word mark

Applicant:

**LA PURETE FOR PERSONAL CARE
SUPPLIES
Oud Al Muteena Street 32, Villa 75
Dubai
EMIRATOS ÁRABES UNIDOS**

I. Statement of the facts

On 13/10/2025 the Office issued a Notice of Grounds for refusal pursuant to Article 7(1)(b) and (c) and Article 7(2) EUTMR because it found that the trade mark applied for is descriptive and devoid of any distinctive character.

The goods for which the grounds for refusal were raised were:

Class 3 *Hair conditioners; Hair serums; Hair care preparations, not for medical purposes; Beard oil; Hair fixing oil; Combing oil; Cosmetic hair dressing preparations; Cosmetic hair lotions; Cosmetic preparations for the hair and scalp; Cosmetics for the use on the hair; Oils for hair conditioning; Non-medicated hair treatment preparations for cosmetic purposes.*

The reasons are set out in the Notice of grounds for refusal, which forms an integral part of this decision. It is accessible in the Annex of this decision.

II. Summary of the applicant's arguments

The applicant failed to submit observations within the time limit.

III. Reasons

Pursuant to Article 94 EUTMR, it is up to the Office to take a decision based on reasons or evidence on which the applicant has had an opportunity to present its comments.

Having received no observations from the applicant, the Office has decided to maintain the grounds for refusal set out in the Notice of grounds for refusal.

IV. Conclusion

For the abovementioned reasons, and pursuant to Article 7(1)(b) and (c) and Article 7(2) EUTMR, the application for European Union trade mark No 19231715 is hereby rejected.

According to Article 67 EUTMR, you have a right to appeal against this decision. According to Article 68 EUTMR, notice of appeal must be filed in writing at the Office within two months of the date of notification of this decision. It must be filed in the language of the proceedings in which the decision subject to appeal was taken. Furthermore, a written statement of the grounds of appeal must be filed within four months of the same date. The notice of appeal will be deemed to be filed only when the appeal fee of EUR 720 has been paid.



Diana LIPECKA

**Notice of grounds for refusal of application for a European Union trade mark
(Article 7 and Article 42(2) EUTMR)**

Alicante, 13/10/2025

Rouse AB
Box 7086
SE-103 87 Stockholm
Sweden
SUECIA

Application No: **019231715**

Your reference:

Trade mark: **LA PURETÉ**

Mark type: **Word mark**

Applicant: **LA PURETE FOR PERSONAL CARE SUPPLIES
Oud Al Muteena Street 32, Villa 75
Dubai
EMIRATOS ÁRABES UNIDOS**

The Office has examined your application for a European Union trade mark (EUTM) to ensure that it does not fall under any of the grounds for refusal of Article 7 EUTMR.

The sign

The application consists of the word mark 'LA PURETÉ'.

Legal basis for the objectionArticle 7(1)(b) and (c) EUTMR

The sign you have applied for is ineligible for registration under Article 7(1)(b) and (c) and Article 7(2) EUTMR because it describes certain characteristics of the goods for which protection is sought and is devoid of any distinctive character.

The goods for which this objection is raised are:

Class 3 *Hair conditioners; Hair serums; Hair care preparations, not for medical purposes; Beard oil; Hair fixing oil; Combing oil; Cosmetic hair dressing*

preparations; Cosmetic hair lotions; Cosmetic preparations for the hair and scalp; Cosmetics for the use on the hair; Oils for hair conditioning; Non-medicated hair treatment preparations for cosmetic purposes.

Descriptiveness

How descriptiveness is assessed depends on how the relevant consumer would perceive the sign in relation to the goods and services for which protection is sought. In this case, the relevant French-speaking consumer would understand the sign as having the following meaning: the purity.

The abovementioned meaning of the words 'LA PURETÉ', of which the trade mark consists, is supported by the following dictionary references.

LA 'the' (information extracted from *Collins French-English Dictionary* on 13/10/2025 at <https://www.collinsdictionary.com/dictionary/french-english/la>).

PURETÉ 'purity' (information extracted from *Collins French-English Dictionary* on 13/10/2025 at <https://www.collinsdictionary.com/dictionary/french-english/purete%C3%A9>).

'netteté' (information extracted from *le Robert French Dictionary* on 13/10/2025 at <https://dictionnaire.lerobert.com/definition/purete>).

English translation: purity.

The relevant consumers would perceive the sign as providing information that the goods in Class 3, i.e., different hair cosmetics and preparations, like hair conditioning, serums, oils, lotions, as well as oil for beard, cosmetic preparations for scalp or cosmetic hair dressing preparations, have purifying function. Therefore, the sign describes the kind, intended purpose and characteristics of the goods.

Lack of distinctiveness

Given that the sign has a clear descriptive meaning, it is also devoid of any distinctive character and therefore ineligible for registration under Article 7(1)(b) EUTMR. This means that it is incapable of performing the essential function of a trade mark, which is to distinguish the goods or services of one undertaking from those of other undertakings.

The relevant public would simply perceive the sign 'LA PURETÉ' as a non-distinctive indication conveying that the goods will purify the consumer's skin or hair. Therefore, the relevant public will not tend to see in the sign any indication of commercial origin, but merely information about the nature and general purpose of the goods.

Consequently, taken as a whole, the sign is descriptive and devoid of distinctive character. It is therefore incapable of distinguishing the goods for which an objection has been raised under Article 7(1)(b) and (c) and Article 7(2) EUTMR.

Deadline for a reply

If you have any observations, they should be submitted within two months of the notification of this communication. If you do not submit any observations, the application will be rejected.

If you need additional explanation on any aspect of this communication, please contact the EUIPO's Information Centre on +34 965139100 making reference to your application number. The Information Centre will provide an answer to your question, or will put you through to the examiner in charge of the file. If the examiner is not available, you may request a 'call back' and the examiner will contact you within two working days.



Diana LIPECKA
Examiner