

Faith in the market: Morality, trade marks and religious subject matter



Webinar Series

Thursday, 15 January 2026,
18:00-18:45
Registration: [here](#)

THE ALUMNI ASSOCIATION OF THE
MAX PLANCK INSTITUTE FOR
INNOVATION AND COMPETITION

Dr. Gabriele SPINA ALÍ, will discuss the application of Article 7(1)(f) of the European Union Trade Mark Regulation (2017/1001) - which prohibits the registration of trade marks “contrary to public policy or to accepted principles of morality” - to marks incorporating religious subject matter, such as the names of deities, prophets, saints, or religious symbols.

In his presentation, Gabriele will provide a critical analysis of the case law of the General Court of the European Union and the EUIPO Boards of Appeal, and will present the preliminary results of empirical research examining the prosecution history of religious trade marks in the EU register.

In his work, Gabriele aims to provide standards that enable the assessment of consistency between case law principles and examination trends, the degree of leniency shown by examiners towards religious symbols and whether the application of the morality/public policy bar results in discrimination against different religious groups or minorities.

Bio: Dr. Gabriele Spina Alí is an IP administrator at the European Union Intellectual Property Office (EUIPO). Before joining the EUIPO, he obtained a PhD from The University of Hong Kong and held postdoctoral positions at the National University of Singapore and the Max Planck Institute for Innovation and Competition, where he also served as Executive Editor of GRUR International. He has published on topics such as artificial intelligence, the parody exception to copyright, the intersection between IP and fundamental rights, and clinical data exclusivity.