Ferrari Just Lost the Trademark Rights to its Most Iconic Car

"Italian supercar maker Ferrari has lost the trademark rights to the world's most expensive car and arguably the most iconic car in its storied history, the 1962 Ferrari 250 GTO," reports Michael Taylor in ***Forbes' Transportation***.

"Though the Ferrari 250 GTO only cost US$18,000 in the United States when they were new, one of them set a new record for the world's most expensive car in 2018 when it sold privately for US$70 million."

"Ferrari lost its trademark to the shape of the 250 GTO by falling foul of the European Union Intellectual Protection Office's (EUIPO) 'Use It Or Lose It' rules."

Read the article.