

SUMMARY

The purpose of my thesis is to analyse the law of unfair competition in the Czech Republic. This topic is rather general, so I decided to write on several particular issues, which are, at least from my point of view, very important and which may cause serious problems in daily practice. Moreover, I tried to illustrate all conclusions on decisions of courts of law, which play a crucial role in this field of law.

The thesis is composed of seven chapters, each of them dealing with different aspects of the law against unfair competition under Czech law. Chapter One is introductory and provides a brief history of unfair competition. Chapter Two defines basic terminology used in the thesis such as unfair competition, the law against unfair competition, competition law, economic competition and the law of economic competition. Chapter Three is dealing with subjects of the law of unfair competition. Chapter four provides all necessary information on the meaning of the general clause, which is the keystone of the regulation of unfair competition. Chapter five is related to the European law on unfair competition and I emphasized all relevant provisions of the European law transferred to our legislative order. Chapter Six concentrates on the regulation of the misleading advertising from the view of the European and Czech law. Chapter Seven concentrates on problems resulting from application of the provisions on unfair competition under Czech law and describes all possible ways how one may defend against unfair competition.

The main aim of the thesis is to show, how statutes containing regulation of the unfair competition, apply in the practice and I also suggested several improvements, which would provide better background for courts decisions. We are approaching to several crucial challenges in the very near future. Foremost is the new Civil Code, which might be adopted in a couple of months. This Code newly covers the regulation of the unfair competition.

KLÍČOVÁ SLOVA/KEY WORDS:

- 1. Nekalá soutěž / Unfair competition**
- 2. Generální klauzule / General clause**
- 3. Klamavá reklama/Misleading advertising**