

## **Abstract**

This thesis focuses on definition of all possibilities of legal protection of design relating to the fashion industry and fashion design. Thesis defines term design, its fundamental types, typical characters and special features. Next part deals with design as the immaterial thing, as the thing in legal sense and its categorization due to adoption of New Civil Code and broader concept of the thing in legal sense differentiating on material and immaterial.

From the area of forms of legal protection thesis pursues particularly protection through copyright, industrial designs, trademarks and unfair competition. Simultaneously it compares the relationship of protection through copyright and industrial designs as well as industrial designs and trademarks. Another part is dedicated to public and private legal means which designer may use providing that there is interference with his rights.

Apart from specification of forms and means of legal protection, which are available in the Czech Republic, this thesis aims to describe opportunities of designer in the international area and area of the European Union. Thesis concerns registered and unregistered industrial design from the point of view of the European Union, from the international area it mentions all international agreements important for industrial designs and copyright connected with the protection of design.

Furthermore, it focuses on the Industrial Property Office as well, its role, activities and the registration procedure of industrial design in the Czech Republic together with mentioning a few examples of registered industrial designs of local fashion designers. Considering limited judicature thesis refers to the most famous legal dispute held by the Industrial Property Office from the area of trademarks. This legal dispute is the proof of how essential trademark registration is.

In its last part thesis deals with legal awareness of Czech fashion designers which belongs among important reasons why popularity of varied forms of legal protection and their use in practice is different. In conclusion, thesis states, which forms of legal protections are the most suitable for fashion design of the Czech fashion designers.