

## **Abstract**

The aim of this thesis is to introduce Fashion Law and its most frequent forms of legal intellectual property protection. The main focus is to analyse copyright law, the industrial design and trademark. Additionally the article analyses the possibility of legal regulation of unfair competitive practices in the fashion industry. In the author's view, there is the future possibility to use protection under patent law due to the use of innovative materials like nanofibers by the fashion industry.

The preface is dedicated to the origin of fashion law. Although this field is not so well-known in the Czech Republic, non-profit organization Ústav práva módního průmyslu educates the public through specialized campaigns. Furthermore, copyright work in fashion law and the criterion of informal protection with no need of registration is analysed. The chapter outlines licence and work made for hire. In the fashion industry, the industrial design is a very occurred topic. Priority is given to legal protection of the industrial design. Moreover international treaties, directives and regulations of the EU are mentioned. Fashion designers shall be provided with protection for designs that are new or original, also there exists the possibility of protection for Community design. This thesis is related to the issue of convergence between industrial designs and copyrighted works. Another form of legal protection used in the fashion industry is through trademark. It must have a distinctive character to be registered as trademark. The thesis describes in detail some categories of trademark and the rights the owners have. The chapter focuses also on the concept of the trademark with reputation. New amendment to the trademark law and its effect of Fashion Law is also mentioned.

Lastly the concern of counterfeit goods during the year of 2018 and 2019 with some penalties is explored.