

The goal of my work is to analyse the trade mark and its possibly utilization in competitors fight of pilsner breweries at the end of the 19th and beginning of the 20th century. I try to use different points of view, for example the aesthetic, or juridical. In all instances was important for me to look on the trade mark as substantial part of enterprise's know-how. My work presents some new points of view of the part of trade mark, especially as an active instrument in competitors fight. The mark wasn't only a passive instrument, but it was possible to use it to for preventive defence against the competition.