

This work aims to provide a basic and practical overview of the means of protection of e-shops from the point of view of intellectual property law so that every founder or operator of the e-shop, their representative or employee, or any other reader who is interested in this topic, can get acquainted with particular intellectual property institutes and their eventual application to a specific e-shop.

The first part of this thesis explains the basic terminology concerning both intellectual property law and e-shops themselves. In addition, the first part also discusses the characteristics of e-shops as a means of e-commerce. The concept of the first part should thus facilitate the understanding of a more detailed analysis of individual intellectual property institutes across the remaining parts of the work.

The second part discusses the protection of e-shops from the point of view of copyright. The possibilities of copyright protection of the e-shop as a whole, as well as its individual elements are described. Individual aspects are then assessed not only from the point of view of Czech legislation, but also from the point of view of European Union law, including possible consideration of German case law or US case law. The analysis of each e-shop element is then accompanied by a series of practical examples, in order to create a true image of the issue on the part of the reader.

The third part presents aspects of e-shop protection from the point of view of industrial property rights. Unlike the second part, the third part is divided according to individual industrial law institutes, not according to specific e-shop elements. Thus, all industrial rights that can be used in the protection of e-shops or their individual elements are presented. As in the previous section, individual aspects of industrial law protection of e-shops are assessed both from the point of view of Czech legislation and from the point of view of European Union law. In line with the second part, the individual institutes are accompanied by a number of practical examples..