Abstract and keywords

The purpose of the thesis is to analyse the legal regulation and the system of registration of rights to signs, which are most commonly used on national as well as international markets, i.e. rights to a trademark, appellation of origin and a geographical indication. The aim of this thesis therefore includes definition of the registration system of the mentioned rights to sign with reference to their specifications, the registration ability conditions (taking into consideration the decision practise of the Industrial Property Office), as well as the different character of protection of their owners. Significant attention is also paid to the system of legal protection of the rights to sign with respect to the fact, that there exists the national, international and Communitary system of protection of these rights.

The beginning of the thesis describes the structure of rights to sign, the corresponding specification of concept of intellectual and industrial property rights and it characterises the subject of industrial property rights with respect to the legal regulation, the conception of legal protection of industrial property rights and conditions of grant of protection.

The introductory text deals with the general exposition to rights to sign and mainly to historical circumstances of their origin and their importance. This part includes the chronological development of trademark regulation in our lands, in consideration with the international development.

The main text, in successive steps, deals with the selected individual subjects of rights to sign, i.e. trademark, appellation of origin and geographical indication. The individual sections and subsections of the thesis describe and analyse the definition of the mentioned rights, the conditions for registrability, the subject of the legal protection and the use conditions. Namely in respect of trademarks, a major attention is paid to the specifics of the registration process, to way of obtaining the right, to different ways of using the registered trademark and to different circumstances of loosing the trademark rights. In respect of all the selected subjects of rights to sign, the attention is paid to the form of the legal protection and its effects, and to possibility to register the rights internationally.

The end parts of the thesis deal with the importance of firms to protect signs in order to build a position and good will on the market and to gain a leading position ahead of other competitors offering similar goods and services.
The final pages of the thesis contain the list of the used abbreviations and the list of literature and all the sources which have been used.

Key words:

trade mark, distinctive character, appellation of origin, geographical indication, registration ability, protection of rights