

## ***Abstract***

*The rigorous work is focused on the relationship between trademarks and geographical indications in the framework of the dispute relating to the designation "Budweiser" between Czech brewery Budějovický Budvar and American brewery Anheuser-Busch. It describes in detail the legal regulation of the protection of geographical indications and trademarks with dividing into the international, European and national level and the history of the designation Budweiser in the Czech Republic and USA. It dedicates to the litigations relating to the designation "Budweiser" in selected countries - Great Britain, Finland, Austria and Portugal, regarding specifics of their course and/or specifics of judicial decisions. Last but not least it concerns the dispute relating to the designation "Budweiser" in the framework of European Union and World Trade Organization.*