

## **Resumé v anglickém jazyce**

This thesis is focused on the legal regulation of unfair competition, unfair commercial practices and on the misleading and unlawful comparative advertisement. The legal regulation was a subject of the major changes under the influence of European union's regulation. The thesis' aim is to analyse and describe the regulation, bring it closer and by using of the partial comparisons contemplate it with the Czech legal arrangements. The structure of the thesis is divided into the introduction, three consecutive chapters and final summary.

The introduction chapter is mainly focused on the European's legal regulation version of Unfair Commercial Practices Directive and Misleading and Comparative Advertising Directive. Chapter is focused on consumer protection in English legal regulation prior to implementing of the new European law and further to the form of such implementing and harmonisation. Thesis' task to interpret the main legal regulations' fundamental alterations, which acts as starting basis for the part as follows.

The crucial part is listed in the second part, which is divided into the two subchapters. The subchapters follows the directives legal regulation structure. The more extensive subchapter deals with the unfair commercial practices and its task is to interpret the essential image and the structure. The subchapter's second task is to expound the individual forms of unfair practices and to approximate the substantial institutes of this new legal regulation, particularly with the regard to its criminal aspect. One of the subchapter part is devoted to the legal instruments, which are mainly applied for the consumer protection. This part is additionally devoted to the institutional system, which provides the protection and enforcement. The subchapter encompass also the integral part of English case law. The second subchapter deals with the misleading and comparative advertising. The subchapter's structure follows the equal approach as the prior subchapter and contains the English case law as well.

The final chapter is devoted to the brief excursion into the Czech legal regulation. The second part deals with the legal comparison between the Czech and English law. The comparison endeavours to trace partial legal distinctions and estimates partial advantages and disadvantages in the Czech and English law.

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