This diploma thesis deals with trade marks with reputation materia as a subgroup of trade marks connected with greater protection. First parts of this thesis are dedicated to an introduction to the trade mark law, in particular the inclusion of trade mark law in the legal system, principles governing this branch of law description and especially familiarization with the Czech trade mark law sources through an enumeration of the individual regulations, along with their significance. Parts three and four then are focused on the concept of trade mark with reputation and the specifics analysed also by comparison with the famous trade mark, because these two concepts are united in their development, which is also described. In the fifth part, the concept of luxury brands is described for the purposes of this thesis, where importance of reputation for luxury brands is covered through luxury brands characteristics analysis, and expanded in the context of individual court decisions, not only the European institutions. The final part of this thesis presents selected decisions relating to non-traditional trade marks as they constitute a higher level of protection, even though at different level, and thus they are related to the concept of reputation, especially in the context of trade mark law trends that will be outlined.