

Abstract in English

This thesis creates a complex overview of quality marks used on food in the Czech food market both strictly Czech and originated in the EU legislation as well as describes the procedure of their creation, legal forms of use and control system. It discusses their legal basis in international law, European law and Czech law and their legal aspects mainly in industrial property law and food and agriculture law. It then compares and contrasts the legal base with the Austrian legislation and analyzes the differences and similarities in these two countries and also evaluates its social context. The aim of this thesis is also to clarify the term 'quality' as understood by each of the quality marks and hence on to divide these marks into different categories.