

## **Abstract**

### **European law against unfair competition**

This diploma thesis deals with the regulation of European law against unfair competition in the Directive on unfair commercial practices as well as in the Directive concerning misleading and comparative advertising. The aim of this thesis is to provide a comprehensive explanation of the areas of the law against unfair competition regulated by these directives with regard to relevant jurisprudence of the Court of Justice of the European Union, another objective is to evaluate the success of transposition of this regulation into czech national law.

After the introductory part, the thesis is divided into six chapters. The first chapter briefly defines the status of the law against unfair competition in the legal system, interprets the basic terms and describes the role of the Court of Justice of the European Union. The second chapter is dedicated to the evolution of the law against unfair competition at the level of European Union.

The third chapter is dedicated to misleading advertising and its regulation by the Directive concerning misleading and comparative advertising, the fourth chapter is dedicated to comparative advertising regulated by the same directive. The fifth chapter deals with unfair commercial practices in business to consumer relations regulated by the Directive on unfair commercial practices. The issues given by these chapters are analysed with the assistance of the jurisprudence of the Court of Justice of the European Union. Likewise, in all these chapters contain a subsection evaluating corresponding czech legislation.

Chapter six is finally dealing with the legal means of protection against unfair competition guaranteed by the two directives and by czech law. The conclusion then summarizes the findings of the previous chapters.