

## Legal Literature

### Legal Literature Details

Member State	Czech Republic
Title	Conditions of the admissibility of comparative advertising and misleading comparative advertising
Subtitle	
Type	article
URL	<a href="https://www.beck-online.cz/bo/document-view.seam?documentId=nrptembrgipw64s7geyv6mjsl5zxi4s7gmydk&amp;groupIndex=6&amp;rowIndex=0&amp;relationType=reference&amp;referenceType=passive&amp;referenceName=souvisi_eu&amp;originalDocumentId=mv2tgxzsgaydmx3mgaytcnbnga&amp;showLowerSectionsRelations=false&amp;sortType=sorted-rank-rp&amp;firstPage=0&amp;currentPage=0">https://www.beck-online.cz/bo/document-view.seam?documentId=nrptembrgipw64s7geyv6mjsl5zxi4s7gmydk&amp;groupIndex=6&amp;rowIndex=0&amp;relationType=reference&amp;referenceType=passive&amp;referenceName=souvisi_eu&amp;originalDocumentId=mv2tgxzsgaydmx3mgaytcnbnga&amp;showLowerSectionsRelations=false&amp;sortType=sorted-rank-rp&amp;firstPage=0&amp;currentPage=0</a>
Author	HRUDA, O.
Reference	Hruda O.: Podmínky přípustnosti srovnávací reklamy a klamavá srovnávací reklama, <i>Obchodněprávní revue</i> , vol. 11-12, year 2012, pages 305 et seq.
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### Directive Articles

Misleading and Comparative Advertising Directive, [link](#)

### Headnote

This article deals with the issue of the admissibility of the comparative and misleading comparative advertising in the Czech law taking the Council Directive 2006/114/EC into account. It sets particular practical examples of when it is possible to use the comparative advertising and when not.

### General Note

### Related Cases

No results available