

Legal Literature

Legal Literature Details

Member State: Slovakia

Title: When is advertisement misleading? Theoretical aspects

Subtitle:

Type: article

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Author: MIHÁLOVÁ, D., JUDr.

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Directive Articles

Misleading and Comparative Advertising Directive, [Article 2, \(a\)](#) Misleading and Comparative Advertising Directive, [Article 2, \(b\)](#) Misleading and Comparative Advertising Directive, [Article 3](#)

Headnote

This article focuses on the misleading advertisement in conditions of the Slovak Republic as well as in the European context.

At the beginning of the article, the author writes about three basic types of unfair competition proceedings, one of them being misleading advertisement.

Furthermore, the author defines the advertisement and the essential requirements for advertisement in accordance with Act No. 147/2001 Coll. on advertisement, as amended. The author further discusses the regulation of misleading advertisement and the conditions for an advertisement to be considered as misleading according to the provisions of Act No. 513/1991 Coll. Commercial Code, as amended.

In the second part of the article, the author analyses the reasons leading to the codification of the directive with focus on misleading advertisement in general as well as its definition in the Directive 2006/114/EC.

General Note

Related Cases

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