

**Other material****Other material**

**Member State:** Lithuania

**Title:** Guidelines on the assessment of misleading and prohibited comparative advertising

**Emanating from:** Lietuvos Respublikos Konkurencijos Taryba (Competition Council of the Republic of Lithuania)

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**Directive Articles**

Unfair Commercial Practices Directive, [Chapter 1, Article 2, \(a\)](#) , Unfair Commercial Practices Directive, [Chapter 1, Article 2, \(i\)](#) , Unfair Commercial Practices Directive, [Chapter 4, Article 12](#) , Unfair Commercial Practices Directive, [Annex I](#)

**Headnote**

The main aim of these guidelines is to provide a legal assessment of prohibited misleading and comparative advertising. However, it establishes notions and explanations of the provisions of Law on Advertising relevant for the relation between misleading advertising and unfair commercial practices as well.

The guidelines put emphasis on some notions such as average consumer, commercial offer, misleading commercial practices and they explain the practice of the Competition Council.

The guidelines provide some clarity regarding the application of articles 1 – 23 of the Annex of the Directive.

**General Note****Full text**

N/A