

SUMMARY

Key Words: means of individualization, brand name, domain name, protection of the right to a brand name

Topic of graduation qualification work: Brand name in the civil law of Russia

Subject matter: modern norms of the legislation of the Russian Federation regulating object of research, and legal institutes, and also materials of the doctrine and judicial practice are researches

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The relevance of the research topic : in modern domestic realities, the main form of entrepreneurial activity is the creation of a commercial organization. The number of registered commercial legal entities exceeds four million, and each of them has a brand name-a certain verbal designation in Russian.

The purpose of the work: in the complex analysis of theoretical and practical aspects of civil legal regulation of the brand name as a means of individualization.

Objective: regulated by the norms of civil law of the Russian Federation public relations related to the use and protection of the right of the subject to the brand name.

The theoretical and practical significance of the research is that the conclusions and recommendations developed as a result of the presented research contribute to the development of civil law knowledge, work proposals can be used as a basis for further development of issues of origin, use and protection of rights to the firm. It is possible to use the materials of the work in the educational process when teaching the course of civil law, business law, commercial law.

Results of the study: it was concluded that the brand name rights owned by a commercial organization include the following personal rights:

- 1) the right to choose a company name.
- 2) the right to inviolability of the company and its protection from distortion.
- 3) the right to business reputation associated with the trade name.

To protect the exclusive right to a trade name, a whole Arsenal of methods established by law can be used, both General, provided for in article 12 of the civil code, and special, the use of which is regulated by the provisions of Chapter 76 of the civil code.

Recommendations: it should be legislated that the company name should identify the enterprise of the legal entity, and not the legal entity itself; the company name should participate in the turnover in a limited form (transfer of the company name only in conjunction with the enterprise). Moreover, the reform of legislation on the protection of trade names and commercial designations should be carried out systematically, affecting not only the provisions of the civil code, but also all special laws in which they are mentioned.