

Teisinė literatūra

Išsamus teisinės literatūros aprašymas

Valstybė narė: Lietuva

Pavadinimas: „Nacionalinės Moralės“ išimtis nesąžiningos komercinės veiklos direktyvoje

Paantraštė:

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Raktažodžiai: advertisement, misleading advertising, national law, unfair commercial practices

PDF:

Direktyvos straipsniai

Unfair Commercial Practices Directive, [Whereas, \(7\)](#) Misleading and Comparative Advertising Directive, [link](#) Unfair Commercial Practices Directive, [link](#)

Ižanginė pastaba

The article explores advertising evaluation from the morality perspective based on jurisprudence of some EU Member States, seeking to reveal that morality can be diversely perceived in different countries as well as in separate regions of the same country. Therefore, the so-called National Moral's exception established in Recital 7 of the Unfair Commercial Practices Directive is considered a positive feature thereof. The article also discovers that advertising evaluation from the morality perspective is often fairly subjective and the National Moral's exception is too broad. The article arrives at the conclusion that notwithstanding the inexistence of common morality and culture within the EU, the National Moral's exception is not absolute and in order to fulfil the aims of the Unfair Commercial Practices Directive some restrictions must be established sooner or later therein.

Bendroji pastaba

Susijusios bylos

Rezultatų nėra