

## SUMMARIES

### THE ROLE OF TRADEMARKS IN ACHIEVING THE SUCCESS OF THE COMPANY

*Dr Viktória Somogyi*

The purpose of this study is to examine the contribution that trademarks are able to make to achieve corporate success by representing different functions. While a trademark is a legal term for a sign that conveys various information from quality to the origin of goods and services, it is also able to prevent unfair competition and infringement, may serve as a useful tool for marketing purposes, enables the trademark proprietor to develop goodwill. Small to medium businesses often file trademark applications with the intention of preventing other parties from exploiting their brand, but investing in a trademark will not only provide legal protection, but as a greater result, it may increase the company value by becoming a long-term investment.

### COPYRIGHT PROTECTION OF SCENERIES AND COSTUMES

*Zoltán Károly Kiss PhD*

Theatrical sceneries and costumes belong to a special category of visual artistic works. Since 2013, the modifications of copyright law, they have been less problematic from the point of view of protection, because in addition to the plans of sceneries and costumes, the protection was extended also to the pieces of art themselves. After all, they have special characteristics which make necessary a more flexible attitude when enforcing the rights relating to them. The author analyzes some emerging problems illustrated with cases from the practice of the Body of Experts on Copyright.