

## ABSTRACT

Thesis Title : Legal Problems Regarding the Dilution Doctrine  
of Trademark

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The purpose in written of this thesis is to research and analyze on protection of the reputation of trademark theory due to such trademark is to be used in unfair competition. The thesis basically compared between the rule of International and Thai Law that how do they provide the protection of the reputation of trademark?

The result of this research based on the Trademark Act B.E.2534 finds that to protect the reputation of trademark shall be considered into the public benefit, while the purpose on protection of trademark in International shall be more considered in trademark. This protection of the reputation of trademark theory consists of certain creations of the trademark such as passing off, taking an advantage in trade, unfair competition. The Dilution of Trademark Doctrine had been codified in protection of reputation of trademark in order to take in trade advantage which causing a dilution of the distinctive quality or business reputation of such trademark. The dilution principle could be used in protection of reputation of trademark though absence of public confusion, therefore, Thailand thereby should be brought the suitability principle which can be applied in the most efficient manner.