

Zakonom o izmjenama i dopunama zakona o žigu, odnosno novim poglavljem i odredbama koje se odnose na žig EU, omogućit će se prošireni učinak žiga EU-a na područje BiH danom punopravnog članstva BiH u EU, nakon čega će BiH postati članica EUIPO-a i žigovnog sustava EU. Navedenim izmjenama i dopunama stvorio bi se, pravni okvir za suživot sustava žigovnog prava BiH i EU.

Mile Lasić, Ph.D., full professor
School of Law, University of Mostar
mile.lasic@pf.sum.ba

Gabrijeła Zrno, Mag. Iur.
Ph.D. candidate, School of Law, University of Mostar
gabrijeła.bagarić90@gmail.com

THE NEW TRADEMARK LAW OF THE EUROPEAN UNION AND THE ADAPTATION OF BOSNIA AND HERZEGOVINA LAW

Summary: The intellectual property system of Bosnia and Herzegovina was finally established in 2010, that is, upon its independence, with the adoption of a series of laws in the field of intellectual property rights, among which was also the Law on Trademarks. The main goal of the entire revision of intellectual property rights legislation from 2010 was to harmonize the legislation of Bosnia and Herzegovina with the *acquis communautaire* of the European Union, as one of the obligations arising from the Stabilization and Association Agreement that Bosnia and Herzegovina concluded with the European Union.

Several legal acts have been adopted at the level of the European Union since then, the most significant being the Directive (EU) 2015/2436 of the European Parliament and of the Council of 16 December, 2015 on the harmonization of the legislation of the member states on trademarks and the Regulation (EU) 2017/1001 on the European Union trademark, which has not been harmonized with the legislation of Bosnia and Herzegovina. Bearing in mind that Bosnia and Herzegovina was granted the full membership candidate status in the European Union on 15 December, 2022, the need to harmonize the Law on the Trademark of Bosnia and Herzegovina with the Regulation (EU) 2017/1001 of the European Parliament and the Council of 14 June, 2017 on the European Union trademark, as the basis of the new trademark law of the European Union, has been identified.

The paper deals with: the European Union legal sources, the new trademark law of the European Union; the European Union trademark law newsletter; the protected signs of the European Union trademark law; the acquisition and effects of the European Union trademark; the European Union trademark application and registration procedure and the civil law protection of the European Union trademark. Special attention is paid to: Bosnia and Herzegovina in the process of adaptation to the legal *acquis* of the European Union; and the *de lege lata* and *de lege ferenda* of the Bosnian and Herzegovinian trademark law.

Keywords: trademark law, Regulation (EU) 2017/1001, intellectual property, Stabilization and Association Agreement, adaptation of Bosnian and Herzegovinian law.