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PRATARMĖ



PREFACE

Intensyvus „pasaulio susitraukimo“ efektas, kurį išgyvena visa pasaulio bendruomenė ir kiekvienas žmogus atskirai, mokslo laimėjimai ir inovacijos technologijų srityje daro milžinišką poveikį žmonių socialinio ir kultūrinio elgesio pokyčiams. Išskyla asmenybės ir informacinės aplinkos santykio, adaptacijos kintančiomis sąlygomis problemos, nes nesugebėjimas prisitaikyti neleidžia pasinaudoti visomis atsirandančiomis galimybėmis. Neribotų galimybių sąlygomis, kurias diktuoja globalizacijos procesai, formuojasi socialinė atskirtis.

Šiame numeryje autorių pateikti tyrimai atskleidžia besiplečiantį leidinio „Mokslas ir edukaciniai procesai“ gvildenamų problemų spektrą. Glaudžiai susipina edukacinė, verslo, socialinė ir teisės sritys. Straipsnių autoriai nagrinėja teorinę ekonominio efektyvumo reiškinio perspektyvą, gvildena turizmo sektoriaus problematiką, aiškinasi logistinių sprendimų ypatumus, pristatomos teorinės ir praktinės problemos socialiniame

The effect of intensive “global contraction”, scientific achievements, and technological innovations change human social and cultural behaviour significantly. The problems of personal and informational relation and adaptation appear under rapid transformations, because inability to adapt deprives of new possibilities. Phenomenon of social exclusion develops under the conditions of unlimited expectations determined by globalisation processes.

The researches presented in the 1st volume of the journal “Science and Processes of Education”, 2011, reveal the developed spectrum of ventilated problems. Educational, business, social, and legal spheres are closely related here. Authors study different theoretical approaches to the concept of economic efficiency, ventilate problems in tourism segment, explain peculiarities of logistic solutions. Theoretical and practical problems in social work are also presented in this volume.

darbe. Autoriai savo straipsniuose nagrinėja teisės teorijos ir teismų praktikos problemas.

Tikėtina, kad atliktų mokslo taikomųjų tyrimų publikavimas praplės verslo, profesinio pasaulio apskritai ir akademinės bendruomenės bendradarbiavimo galimybes, skatins mokslines diskusijas įvairių mokslų sankirtoje, išlaikant teorijos ir praktikos dermę.

Kviečiame ne tik socialinių, bet ir kitų mokslo sričių tyrėjus (mokslininkus, dėstytojus ir studentus), darbdavius ir absolventus, verslo srities atstovus praktikus pristatyti savo idėjas ir tyrimų rezultatus, inicijuoti mokslines diskusijas, ieškant tyrimų problemų sprendimo ir naujų bendradarbiavimo galimybių. Mokslas nepripažįsta sienų, todėl mokslinis bendradarbiavimas – vienas svarbiausių pasaulio bendruomenės pažangos elementų. todėl dalyvauti leidžiant žurnalą, publikuoti straipsnius kviečiami mokslininkai iš įvairių šalių.

Mokslinė redaktorė
doc. dr. Daiva Labanauskaitė

Few authors examine problems in legal theory and judiciary practice.

Hopefully, that publications of conducted applied scientific research will enlarge the possibilities of business and academic community cooperation and will encourage scientific discussions on the crossing points of integrative sciences in tune of theory and practice.

We invite researchers (scientists, lectors, and students) not only of social, but other sciences as well, employers, alumni, and business representatives–practitioners to present their ideas and research results and initiate scientific discussions, which will help to come up with research problems solutions and new cooperation possibilities. Science hasn't borders. Therefore scientific cooperation is one of the most important elements in the progress of world's community. Scientists from different countries of the world are kindly invited to write for and contribute to the journal.

Scientific editor
assoc. prof. dr. Daiva Labanauskaitė

THE IMPACT OF INBOUND TOURISM ON THE ECONOMICS OF A COUNTRY IN TERMS OF EXPORT, EMPLOYMENT AND ECONOMICAL GROWTH

Daiva Labanauskaitė

Summary

Over the recent decades tourism has been acknowledged to be one of the leading and most dynamic types of economical activity in the world. According to ITO data presented in 2006, tourism is among five types of economical activity exporting the most in 85 per cent of the countries of the world. In many countries tourism plays a crucial role in creating GDP, adding free vacancies to the labour market or activating international trade balance. Tourism influences construction, agriculture and production of consumer goods a lot, therefore, it is analyzed as a catalyst of social–economic development and in many countries is considered to be as a priority economical activity.

When the impact of inbound tourism is evaluated on the economy of a country, most often the amount of the net export revenues of inbound tourism, the amount of created free vacancies by the inbound tourism and the impact of the inbound tourism on the economical growth are analyzed.

The aim of the research is to identify the content of the impact of tourism on economics which is often related with different functions of impact of tourism on economics.

It was determined that the growth rate of trade volume of inflows of currency from the inbound tourism product in the majority of countries is higher than the growth of the number of incoming visitors from foreign countries. The reason for this is the growth of the comparative weight gain of business tourism, higher demand of a more expensive economical product of tourism and the influence of the external and internal environment of tourism. Despite the growth of indexes of inbound tourism, the costs caused by the trade of the economical product of inbound tourism are very sensitive to the changes of environmental factors where changes of the standards of life and fluctuations of the exchange rate are the most important.

Qualitative and quantitative development of the types of activity of the companies of the tourism cluster and the growth of the demand of the economical product of more diverse inbound tourism causes qualitative and quantitative changes of the demand of labour of the cluster of inbound tourism, which are expressed by the number of vacancies, the duration of work, overtime, wage categories, work requirements and work conditions. Direct and indirect effects condition the employment of labour force in the tourism cluster. Direct effects are immediately related with the activity of companies creating the main product of inbound tourism, indirect – with the creation of the additional product.

The impact of the economical product of inbound tourism is evaluated by analyzing GDP and multiplier effect changes of the attracted investments to the tourism cluster, collected taxes. The impact of the economical product of inbound tourism on the economical growth gets stronger together with the growth of the demand and supply of the economical product of inbound tourism which is formed by technologies, investments, growing productivity of used territories and labour, however, on the other hand, more attention is paid to the negative impact of tourism development on economy which is conditioned by unreasonably aggressive development of tourism and by not following the principles of sustainable tourism development.

**CONCEPT OF ENTERPRISE ECONOMIC EFFICIENCY:
THEORETICAL ASPECTS**

Deimena Lekavičienė

Summary

Despite the significant importance of economic efficiency in both services and manufacturing sectors, as well as the abundance of empirical research on this issue in scientific literature, the concept of economic efficiency is still not completely clear, acceptable and equally used by everyone. Theories of economic efficiency evaluation are developed separately from each other, emphasizing different aspects, even with different concepts, therefore it is difficult to obtain unambiguous evaluation of an enterprise's economic efficiency that would include various activities and different methods and would be appropriate for the implementation of decisions, related to the improvement of the enterprise's performance efficiency. The article analyzes and systematizes different approaches to the concept of economic efficiency.

The analysis of scientific literature has revealed that the concept of the economic efficiency of the performance of enterprises includes the following main performance indicators of the business enterprise that demonstrate its results: effectiveness, economy, productivity / efficiency, profitability, quality of production, services or work, innovation. Therefore, it can be stated that all these indicators describe efficiency and must be calculated in order to evaluate it.

Since efficiency is related to all the seven indicators mentioned above, in the enterprise they can "overlap" with each other, but do not necessarily have the same positive or negative results. The enterprise can be productive, efficient and effective, but unprofitable; or profitable, but unproductive; or effective, but uneconomical. For example, the rising costs of resources may force the enterprise to search for cheaper or unnatural materials in order to reduce costs and increase their efficiency, without increasing production quantity, which depends on the amount of consumed resources. The acquisition of new technologies provides the enterprise an opportunity to increase production quantities and at the same time reduce the quantities of resources and that will increase productivity or, conversely, an increase of resource

levels will result in a decrease of effectiveness. Efficiency includes many more factors excluded from economy, productivity, profitability, efficiency and is the highest level criterion, which includes the aggregate of all efficiency criteria and determines their impact on the enterprise's performance and shows to which degree of efficiency they have been achieved.

Having systematized the information provided in scientific literature, it can be stated that efficiency is the ratio between planned and actually used resources, with an emphasis on costs and promoting to pursue the economies of scale, describing any performance result of a successful and growing enterprise allowing to measure performance productivity (efficiency), profitability in both absolute and relative terms, encouraging continuous improvement of all business areas of enterprises, rationalization the use of capital when buying new or upgrading old equipment, improvement of working conditions, in order to ensure the satisfaction of consumer needs in the most economical and cost effective way.

ANALYSIS OF KLAIPEDA BUSINESS SCHOOL STUDENT CAREER EXPECTATIONS

Erika Župerkienė

Summary

Economic decline affected the whole world, including Lithuania, and particularly the career-related possibilities and expectations of its population. Increasingly more young educated people leave Lithuanian labor market and look for better opportunities in foreign countries. Workers' migration cause anxiety and even pose a threat for further operations of Lithuanian organizations. Every Lithuanian citizen of working age who can not meet his/her and his/her family needs due to insufficient remuneration looks for better opportunities in other coun-

tries. Lithuanian labor market is conditioned by globalization processes, and currently one has to compete with other labor market participants both in the country and other countries.

The problem of the article: what are career expectations of Klaipeda Business School students in Lithuania and foreign labor markets

A research object: career expectations of Klaipeda Business School (KBS) students.

The aim of the research: to reveal career expectations of the KBS graduates-to-be students of business management.

Objectives: to analyze factors motivating KBS graduates-to-be to pursue a career; to identify the reasons that interfere with career development; and to find out how many of them are not satisfied with the position they hold and what the reasons for such dissatisfaction are.

Methods: scientific analysis and synthesis of publications, questionnaire, logical conclusions. In order to determine what factors may affect KBS students' aspirations to develop their career, 61 final year KBS students of Business Management were interviewed. Data collection was carried in December, 2010.

Only part-time students were involved in the survey, because the principal criterion for selecting survey respondents was their working experience. Moreover, the final year students were chosen as they were completing their studies and had more or less clear plans for further career development. The respondents worked in different positions in organizations of various economic sectors.

Summarizing results, the following conclusions were made:

- A minor part of respondents reveals their intentions to continue a career in the organization have been currently employed, and the reasons what they indicate are good team and an interesting job
- More than half of the interviewed students are not satisfied with their job position and most of them are going to look for better career opportunities abroad.

- The most common reasons for dissatisfaction are: low salary, a shortage of opportunities for professional development, job what doesn't match professional qualification; poor organization of work; unspecified functions and responsibilities in the organization. The respondents indicate that they would like to have similar job abroad as they have here, but are ready to do any kind well-paid job.

PERCEPTION OF THE DEVELOPMENT OF ENTREPRE- NEURSHIP SKILLS IN NON-UNIVERSITY STUDIES: STU- DENT APPROACH

Gita Statnickė

Zita Šakienė

Regina Motienė

Summary

In times of economic crisis the development of entrepreneurship skills becomes an essential issue and every market player has not only to be aware of the entrepreneurship process in theory, but also to be able to evaluate the current situation in the market in practice, to be creative and make various decisions, to foresee and apply innovative ideas. In order to guarantee sustainable economic and social development of the country it is necessary to develop the entrepreneurship skills of the youth.

The aim of the research presented in the article is to analyze the possibilities of students' entrepreneurship development at Kaunas Technology College, Klaipeda Business School and Klaipeda State College.

Entrepreneurship skills are the inborn and acquired qualities enabling a human to be innovative, to create innovative products, to act in an active and risky way. Entrepreneurship includes an ability to make independent decisions in any situation seeking not only for a personal

material benefit but also welfare for the society as a whole. The importance of entrepreneurship at the theoretical level is emphasized in many legislative acts, however many problems arise while realizing various laws in practice.

The research showed the importance for an enterprising person to be self-confident and able to make decisions. When starting one's own business it is essential to have knowledge of writing a plan, basics of economics, enterprise organization and management skills. The students from all the three colleges indicated that the main means for entrepreneurship development should include communication with experienced businesspeople, practical experience of teaching staff and practice in business enterprises.

The highly influential factors for the students' decision to start up a business would be the capital, education, knowledge, experience, meanwhile, the main reasons would include a willingness to implement their own ideas, to have their own business and thus status in the society as well as better living conditions. In general, the entrepreneurship of young people would be encouraged by tax incentives, financial aid and a possibility to gain experience.

To sum up, nowadays the entrepreneurship development is the main task for a higher education institution because it encourages creating innovations and helps to develop in the ever changing environment. Therefore, it is important to create the environment for development of entrepreneurship skills in colleges, thus encouraging students' creativity, developing their skills to be innovative, and effective application of theoretical knowledge in practical situations.

**A COMMUNITY EMPOWERMENT IN CANCER SITUATION:
ANALYSIS OF SUBJECTIVE EXPERIENCE**

*Indrė Dirgėlienė
Irena Baltiejienė*

Summary

A number of people, who suffer from cancer, increases both in Lithuanian society and other European countries. Very often these people stay alone after hospitalization – suffering physical weakness and pain, smitten with loneliness and isolation caused distress, despair, and fear to die. A community with its human resources plays an important role in personal social empowerment.

A study object – a community empowerment in cancer situation; *the study aims* to reveal community facilities to empower individuals suffering from cancer. The analysis is based on subjective experience.

The study tasks:

1. To reveal the concept of community empowerment;
2. To explore community facilities to empower individuals suffering from cancer.

The study methods: literature analysis, interview, content analysis.

The study methodology

A semi-standardised interview method was chosen to reveal the community facilities to empower individuals suffering from cancer in “The Western Lithuanian Cancer Information and Assistance Centre”.

A research was conducted in 2009. Our respondents were five women – members of a community called „The Pilgrims of Hope“. The community belongs of „The Western Lithuanian Cancer Information and Assistance Centre”.

A research instrument:

Interview questions focus on individual experience before entering an empowering community and resignation process in the community.

A content analysis is grounded on E. Kubler-Ross (1969), D. Linn & M. Linn (2003) theoretical models (spiritual change experience or living wounds treatment models). These models are based on such levels as *denial*, *anger*, *negotiation*, *depression*, and *resignation*.

The research, presented in the article, revealed that both formal and informal social assistance nets were important to recover spiritually after

cancer diagnosis. Christian cultural context promotes trust and hope, encourages accepting new – active participant and undertaker of changes – roles, and resigning the role of observer. People, after sustaining personal crisis, establish organizations, experience delight to be volunteers – to assist their weird brothers and sisters.

THEORETICAL AND PRACTICAL ASPECTS OF CONSUMPTION CONTRACTS QUALIFICATION

Regina Bertašienė

Summary

As country economy and business relations are expanding, the meaning of the contracts, which are the most effective means regulating relations between parties, grows rapidly. Inevitably, there rises the necessity to speak about the order of the contract formation, their main principles, their form and conditions. It happens regularly that the agreement between parties can be acknowledged invalid only because of non-compliance of certain formal requirements, and the consequences for parties can be enough severe.

The institution of the contract is very important not only to a solitary person but also to the whole society and the state as well. The contract is not only the condition of state and society functioning, but also the form and expression of both legal and civil turnover. Consumption contracts make one of the largest parts of civil legal relationship objects in civil turnover. The goal of consumption contract institution is assurance of protection of greater consumer rights and legitimate interests. In respect of consumption contracts in addition to general rules on contract law, special rules on clarification of contracts, regulation of the questions connected with clarification of the rights and obligations of the parties, ending of the contracts are also applied.

Therefore in this work, the subject of which is "Theoretical and practical aspects of consumption contracts qualification", theoretical and practical aspects of consumption contracts qualification are revealed, problems of consumption contracts identification are analyzed and possible ways of their solution are presented. In this work the following hypothesis is explored: consumption contracts have a certain particularity (in respect of them special rules assuring enlarged protection of consumers rights are applied), which is confirmed up not only in legal acts of EU but also in national legal acts, but the characteristics of consumption contracts may play very different roles, so it is very important to ensure that in all cases, solving contractual disputes consumption contracts are identified and the consumer rights are properly protected, therefore there is necessary that in legal acts both passed in Lithuania and in EU would be foreseen regulations, which could regulate and ensure wider consumers protection.

In this work there is revealed the meaning of consumption contract institution and its place in the contract law. In addition, in this work the case law is analyzed, the features of cases arising from consumption contracts are overviewed, the peculiarities of arguments and consumer protection features as well as their solutions are discussed. At the end of the work the conclusions and suggestions are presented.

ANALYSIS OF HOTEL IMAGE-FORMING FACTORS

Remigijus Kinderis

Linas Žaly

Irina Žalienne

Summary

In this article hotel image is analyzed, and image formation improvement trends are offered.

Problem of a topic is presented in the introduction, essence of which is insufficient attention to image formation, failing to discover factors, which would best help to create organization image, and lack of search of suitable model for image formation and management.

In the first three parts of the article image concept is analyzed; factors and criteria of organization image formation are distinguished and described; models of organization image formation are introduced.

In the fourth part of the article research methodology, results of research of factors determining hotel image from personnel and consumers' angle, and summarizing of analysis of actual hotel image constituents are presented.

Essence of the fifth part of the article comprises description and grounding of proposed directions for improvement of hotel image formation, factors, and image formation and improvement scheme.

Conclusions are provided at the end of the article: each constituent part of image is influenced by different factors and elements, impact of which depends on individual features and concrete circumstances: physical evidence, corporate identity, communication (public relations) and support complex, personnel, quality, company value, organizational culture, reputation, and advertising campaign. After analysis of literature and performance of empirical study it is established that a model, which the best of all discovers image creation process and, therefore, can be guided by to create organization image, is the model offered by Druteikiene (2003). It is also established that a hotel does not use all possible image formation factors, so offers for image formation and improvement according to each group of factors are provided.

**THE ROLE OF PROFESSIONAL TRAINING FOR
MOTIVATION OF PROSPECTIVE PROFESSIONAL
ACTIVITIES**

*Silvita Vasiliauskienė
Rasa Lekavičė*

Summary

Motives of human behaviour provide energy and direct it to a certain direction. Needs, preferences, and interests are by far the strongest reasons for choosing the path of further learning. This article seeks to answer how motivation influences young people choosing a profession and whether the practical training affects the motivation to study. On the one hand, motivation is explained under structural point of view as a factor or a set of reasons. On the other hand, motivation is interpreted as a dynamic phenomenon, process, and mechanism. Development of industrial psychology and especially behaviourism made very big influence on the development of psychological motivation theories since 1990. The field investigation of this psychology is the subject of human behaviour in the workplace. One or another treatment is depending on environmental conditions. A survey reveals that in order to motivate a person, it is necessary to enable him (her) to meet his (her) basic needs in such a way that helps achieving the objectives of all organization. It also reveals that majority of respondents are motivated to work in a chosen field work. The respondents' opinion concerning attractiveness of their profession didn't change since they had a possibility to experience a professional reality during practical training. Practical training forms different social values and professional opportunities.

**ПРИЗНАНИЕ РЕГИСТРАЦИИ ТОРГОВОГО ЗНАКА
НЕДЕЙСТВИТЕЛЬНОЙ НА ОСНОВАНИИ
НЕДОБРОСОВЕСТНЫХ НАМЕРЕНИЙ ЗАЯВИТЕЛЯ.**

Валерия Перова

Резюме

Торговым знаком называют любой знак, обозначение, главное предназначение которого – отделить товар или услуги одного лица от товара или услуг другого и который можно выразить графически.

В большинстве государств регистрация торгового знака является обязательной для того, чтобы в том конкретном государстве торговому знаку была предоставлена охрана на основании эксклюзивных прав. В данном случае регистрация торгового знака связана с абсолютными и относительными требованиями для регистрации торгового знака. Одним из относительных требований является признание регистрации торгового знака недействительной на основании недобросовестных намерений заявителя.

Понятие «недобросовестных намерений» встречается не только в законодательных актах Литовской Республики (например, Закон Литовской Республики о торговых знаках), но и в международных правовых актах – Парижская конвенция об охране прав интеллектуальной собственности, а также в документе, предоставленном Офисом по гармонизации на внутреннем рынке (ОНИМ) – «Исследование о недобросовестных намерениях».

Анализируя связь между понятиями «недобросовестных намерений» и «недобросовестной конкуренции» на основе правовых актов Литовской Республики, обязательно отметить, что понятие «недобросовестные намерения» значительно шире и включает в себя и те случаи, когда собственник торгового знака и лицо, предоставившее заявку с недобросовестными намерениями, не являются конкурентами.

В упомянутом «Исследовании о недобросовестных намерениях» указываются два условия, при выяснении которых

обычно считается, что заявка о регистрации торгового знака была подана с недобросовестными намерениями: 1) если заявителю было и могло быть известно об уже существующем похожем или идентичном торговом знаке; 2) намерения заявителя были недобросовестными.

Верховный Суд Литвы и Апелляционный Суд Литвы в своей практике анализировали оба вышеуказанных условия и пришли к следующим выводам общего характера: 1) репутация первого (ранее зарегистрированного или появившегося) торгового знака сама по себе не подтверждает того факта, что заявка о регистрации оспариваемого торгового знака была подана с недобросовестными намерениями, при том, что заявителю было известно о ранее появившемся торговом знаке; 2) факт о неиспользовании торгового знака не является достаточным основанием признать оспариваемую регистрацию торгового знака недействительной.

Обязанность доказать факт присутствия недобросовестных намерений обычно накладывается на то лицо, которое оспаривает правомерность регистрации торгового знака.

Подводя итог, необходимо обратить внимание на то, что доказать сам факт недобросовестных намерений является достаточно сложной задачей, особенно в тех случаях, когда заявитель, предположительно имевший недобросовестные намерения, отрицает любую возможность знать об уже существующем похожем торговом знаке или в случае, если торговый знак, чья регистрация оспаривается, лишь похож, но не является идентичным с уже существующим торговым знаком.