

such as a name or username for an account on a social network, is discussed. Afterwards, the existence of trademark infringement in case of using someone else's protected trademark in the content of the social network account, and particularly as a hashtag signs, is examined. In both cases, the certain issues in determining the scope of trademark protection on the social networks, are indicated. Finally, the main characteristics of the systems for trademark protection, prescribed by the Terms of Use of the social networks and regularly used as an alternative to the judicial protection, considering the certain insufficiencies of the latter, are presented.

Key words: *Trademark infringement. – Social networks. – Internet. – Social networks Terms of Use.*