

The Right to Good Commercial Reputation: A Comparative Study of Iranian and British Law

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Abstract

A good reputation is a financial right. In Iranian law, a tenant who is entitled to a goodwill or goodwill can receive a boom in return; otherwise, there is no support for his boom; whereas in English law, the protection of good business reputation is not bound by the existence of any other entity such as goodwill or the right to acquire and the merchant can, in any case, claim goodwill in the event that his business has a place of business. Be it material or done online. The present thesis is intended to comparative study of English law and the tenant's good reputation in Iranian law and to identify solutions in order to recognize the ways to evaluate good reputation; in addition, it is intended to propose a theory about the advocacy of the tenant's good reputation, based on the tenant must leave the business unit at the end of the lease term, and good reputation cannot be used as a pretext for remaining in the place. If the landlord or the new tenant benefits from the former tenant's good reputation, the former tenant has the right to demand recompense for his good reputation.

Keywords: Good Reputation; Business Prosperity; Tenant; Good Will; the Right to Business.

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