

Analisa perlindungan hukum terhadap merek terkenal di Indonesia (studi kasus: Davidoff dan Intel) = Analysis of Well-known Trademark Law in Indonesia (Case Study: Davidoff and Intel)

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Abstrak

ABSTRACT

For well-known trademark regulation in Indonesia there is a gap in the legal framework, due to a poor legal system. Indonesia is attractive to some foreign companies in expanding their market, not only because it is a developing country, but also because of its geographical area and fast growing population which are beneficially appealing to foreign companies. Nevertheless, there are still problems regarding well-known trademark in Indonesia, whether it is an infringement, bad faith, or illegal logo replicas. Famous brands have often found themselves struggling with local companies in Indonesia to defend their well-known trademark. Even though the trademark policy has somewhat improved, the case of infringing and bad faith still exists. Therefore, by following the example of the European Union, Indonesia can improve its legal system.