

ABSTRACT

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INTERNSHIP REPORT AT THE MINISTRY OF LAW AND HUMAN RIGHTS REGARDING ACCESSION OF INTERNATIONAL BRAND REGISTRATION SYSTEM THROUGH MADRID PROTOCOL BY INDONESIA

(xiii+75 halaman)

Brand is an important instrument in an industry, whether in the goods or services industry. Brand is useful as an identification of a product or service to distinguish between products produced by business entities and other business entities. Therefore, brand registration is a necessity for every business entity so that the products produced become products that are widely known or known to the public. Every brand owner wants each brand in a product that is known not only domestically but also to be known nationally or even known abroad. Therefore, the brand needs to be registered internationally. International registration has many channels, namely national lines, regional lines and routes through the Madrid System. National and regional lines are considered less flexible and expensive to become an international brand registration system. Therefore, to support the desire and make it easier for each brand owner, the Government approves a protocol that aims to facilitate business owners or brand owners in registering their brands Internationally. This protocol is known as the Protocol related to The Madrid Agreement or commonly referred to as The Madrid Protocol (Madrid Protocol). The implementation of this protocol will have a positive impact on brand owners, for both domestic brand owners and foreign brand owners in registering their brands and marketing their products.

Key word: Brand, International Brand Registration, Madrid Protocol
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