

ABSTRACT

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“JURIDICAL REVIEW TOWARD LAWSUIT CANCELLATION OF BRAND (CASE STUDY OF THE SUPREME COURT RULING NUMBER 854 K/Pdt.SUS-HKI/2016)”

(xii + 106 pages + 1 attachment)

How is it to register brand in Indonesia toward bad faith in brand registration? Brand is a name, symbol, sign, design or combination of all them to be used as an identify of enterprise in goods or service to differentiate the product to others. In The Supreme Court Ruling Case Number 854 K/Pdt.SUS-HKI/206, plaintiff was to register brand PT CERCE KIMIA INDONESIA, but in fact, there is a simiiar brand owned by defendant has registered first, so plaintiff is declared lost in the court hearing. In the result of the ruling, brand registration which has poor faith has to be canceled because according to Statute about brand number 25 Year 2001. In Indonesia, there are many cases similar to this, which causes the lost for other brand. Method used in this research is juridical and qualitative research. This study will analyze current law case and combine with applicable law and regulation.

Reference: 38 (1964-2016)

Key Words: Brand, Brand Cancellation, Intellectual Property Rights (HKI)