

## ABSTRACT

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***GOOD FAITH PRINCIPLES IN BRAND REGISTRASTION (CASE STUDY NUMBER 57/PDT.SUS-MERЕК/2019/PN NIAGA JKT.PST ON THE CASE OF RUBEN ONSU VS PT AYAM GEPREK BENNY SUJONO)***

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*Brand rights in Indonesia are regulated in Law No.20 of 2016 on Trademarks and Geographical Indications. In this thesis, it has two purposes of writing, the first is to examine and know the form of protection against the first registrant of a brand in a dispute between Ruben Onsu and Benny Sujono linked to the provisions of Law No.20 of 2016 on Trademarks and Geographical Indications. Second, to examine and know the role of good faith that is the basis of the judge's consideration in handing down the decision of the Commercial Court No. 57/Pdt.Sus-Merek/2019/PN Niaga Jkt.Pst. In addition to the Law, another basis for this final task is using the court's decision on case file No.57/Pdt.Sus-Merek/2019/PN Niaga Jkt.Pst regarding the case between Ruben Onsu VS Benny Sujono. The substance of the issue of the case is the contest for registered trademarks, because both brands have elements of equality in essence so that it can cause confusion towards consumers.*

*The main research method used in this thesis is a detailed analysis of the consideration of judges and is associated with the content of the Act whether it is in accordance with existing regulations. This case occurred due to brand registration error. The problem began when director general of IPR accept the application for Ruben Onsu brand, even though the brand has similarities and meets the element of similarity in essence to Benny Sujono's trademark.*



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