

ABSTRACT

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JURIDICAL REVIEW OF LAW NO. 20 OF 2016 ON EIGER BRAND REGISTRATION DISPUTES IN CASE OF VERDICT NO. 41/PDT.SUS-MEREK/2019/PN. COMMERCE.JKT.

(x + 83 pages)

A trademark is a graphically displayed mark in the form of images, logos, names, words, letters, numbers, color arrangements to distinguish goods or services produced by people or legal entities in commercial activities. Application for registration of a Brand is not necessarily accepted, because a substantif examination is carried out to see if there are similarities in the whole way or in essence. This research aims to know and understand the regulation of Brand registration and substantif examination stipulated in Law No. 20 of 2016 on Decision No. 41/Pdt.Sus-Merek/2019/PN. And to find out the implementation of the rules for applying for brand registration and substantive examination of EIGER brands. This legal research is normative legal research that is qualitative. The type of sekuder data includes primary, secondary and tertiary legal materials. The data collection techniques used are through literature studies. research instruments in the form of Law No. 20 of 2016 on Brands and Geographical indications and PERMENKUNHAM No. 67 of 2016. Technical data analysis used is a deductive method. The results of the study showed that the defendant's EIGER Brand Registration Application is not acceptable or must be canceled, because the Defendant has been proven to have done Bad Faith in making the application for brand registration. Because it has similarity of sound.

References : Brand, Substantive Examination, Bad Faith