

## ABSTRACT

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### **LEGAL PROTECTION OF THE RENOWNED BRAND “STRONG” IN INDONESIA’S TRADEMARK DISPUTE (CASE STUDY Putusan No.30/Pdt.Sus-Merek/2020/PN.Niaga.Jkt.Pst)**

(x + 80 pages)

A trademark is an identification mark used to distinguish goods and/or services produced by persons or legal entities in the activities of trading goods and/or services. People generally often associate an image, quality or reputation of goods and services with certain brands so that the brand can become a very valuable asset commercially and it makes the price of a product increase. On this basis, it is often found that there are imitations of well-known brands which leads to a legal dispute. One example of a case of impersonation or imitation of a well-known brand is the case in the decision No.30/Pdt.Sus-Merek/2020/PN.Niaga.Jkt.Pst. where PT. Unilever Indonesia Tbk has produced, promoted, and listed the “STRONG” brand which is similar to the “STRONG” brand owned by Hardwood Private Limited in Indonesia without rights and without the permission of the actual owner. The purpose of this research is to solve legal problems and to obtain legal findings related to legal protection of the famous brand "STRONG" in the decision. The research method used is normative-empirical legal research with the category of judicial case study by using secondary data in the form of primary, secondary, and tertiary legal materials which are equipped with primary data in the form of interviews. The results of this study indicate that the "STRONG" brand is a well-known brand and Hardwood Private Limited as the owner of the "STRONG" brand has a lawsuit against PT. Unilever Indonesia Tbk which illegally uses the “STRONG” brand which is a registered mark and can be sued for compensation and the termination of all actions related to the use of the mark.

References: 39 (1981-2021)

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