

## ABSTRACT

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### **LEGAL PROTECTION RELATED TO PURCHASE OF FAKE BRANDED SHOES THROUGH ONLINE STORE FOR CONSUMERS**

**(xx+76 pages)**

*People love to shop online. One of the hobbies for shopping arises because online shopping is considered easier and can be done anywhere. One of the things that people like to buy is shoes. Shoes are a primary need for society. People like to buy shoes through online stores. However, in practice many business actors are naughty and lie in their online stores. Because of the fake news, people often misinterpret the goods they want to buy. Therefore, consumers need legal certainty and protection to overcome the bad rights of naughty business actors. Legal certainty has a definite meaning (condition), the law must apply definitely and fairly to everyone, without exception. Legal protection for consumers who feel disadvantaged against transactions through online stores must be applied to create legal certainty for consumers. Therefore, the birth of Law no. 8 of 1999 concerning Consumer Protection and Law no. 11 of 2008 concerning Information and Electronic Transactions so that consumers get a sense of security and comfort in making buying and selling transactions through online stores. the mark has exclusive rights for the holder of the registered mark. Such protection is given by the state to registered mark holders to protect the rights of registered mark holders. mark is something that needs to be protected, related to legal certainty for registered mark holders if the mark is counterfeited by people who do not have the rights to the mark. legal certainty related to marks has been regulated in Law no. 20 of 2016 concerning Brands and Geographical Indications.*

**Keyword: Legal protection, Consumer protection, Fake brand, Consumer**

**References: 56 (1945-2022)**