ABSTRACT

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IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE AS A REVOLUTION IN INDONESIA TRADEMARK REGISTRATION

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The registration of trademark is done as a form of legal protection for trademark ownership. However, the problem of the registration of trademark is increasingly widespread in disputes that have arisen over the last few years as a result of the similarities between some trademarks. The issue lies specifically in the substantive examination because the result of trademark registration is based on the examiner's awareness of the Brand. Although the regulations for the Registration of Trademarks refer to Law Number 20 of 2016 and the Ministry of Law and Human Rights Regulations Number 67 of 2016, the are no standards for substantive examination explicitly. It's what then creates the subjectivity in trademark registration. Based on the problems that have arisen, the author suggests developments in the process of registration of trademarks, particularly in the substantive examination of trademark by utilizing artificial intelligence and establishing an Operational Standard for trademark examination as a form of legal progressivity. The research carried out by the author used normative-empirical research with case approache, comparative approache, and conceptual approache. Thus, it is expected to gain a point of clarity in eroding the subjectivity that occurs in order to legal certainty in obtaining protection of trademark ownership.

References: 25 books, 9 scientific journals, 2 research results, and 4 interviews
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