ABSTRACT

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ANALYSIS OF BRAND DELETION TO A BRAND WHICH IS NOT USED IN COMMERCE

(ix + 91 pages)

The economic in Indonesia is developing right now according to the activities of the trade. We can see the sign of economic through the activities of the trade in goods such as capital goods, consumptive and also service. The goods or service must have something that is easy to remembered by the citizens. Therefore, the traders who have been produced and distributed goods or service need to have brand as their sign. The brand must have differentiaty and the function for traders and consumen. For traders, the brand must have the function to promote the goods or service that they sell. For consumer the brand needs the values for choosing the good or service that they want to buy.

The brand can be achieved when the traders registered to DitJen HKI. The traders will get the registration by following the procedur. If the traders have been following the procedur and there are not objections from any other firm. The brand is legal and it is on the list of the brand, also get ten (10) years protection or more in one condition if the trader wanted to extend. After the brand has been listed, the brand owner have the obligation to produse and distribute to the citizen when there are not production and distribution within three (3) years in arow, the brand owner can be claimed for abolition. This topic has been discussed in the script.

References 24 (1962-2012)