

ABSTRACT

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Legal Protection of Citayam Fashion Week Brand Rights Set Forth in Law No. 20 of 2016 about Brands and Geographical Indication.

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In this era of globalization itself, Intellectual Property Rights itself especially Brand have a very important role in Indonesia economy sector. Because through Brand itself, people can gain profits, distinguish his/her works from others works, and Brand can work as a benchmark for people to buy the products that the Brand produce. However, through Branding, Branding itself invites a few unwanted things. In order to protect Brands in Indonesia, Indonesia release a law that regulate Brand which is Law Number 20 of 2016 about Brands and Geographical Indication. The purpose of this thesis that is titled “Legal Protection of Citayam Fashion Week Brand Rights set forth in Law Number 20 of 2016 About Brands and Geographical Indication” is for society to knows how important a Intellectual Property Rights in our life and how to protect our Intellectual Property Rights. This thesis is being done with empirical juridical research. However based on the research that was conducted, even when Indonesia already release a law to protect Brand in Indonesia, Brand protection in Indonesia itself haven’t been giving the best legal certainty. That’s why, this thesis was conducted with the sole purpose to let Indonesia citizen knows how important a Brand is, and if your Brand have been taken by other people like the issue in this thesis “Citayam Fashion Week” which has been registered by some third party to the Direktorat Jenderal Kekayaan Intelektual, Indonesia citizen can know how to deal with that problem, and to give suggestion to Indonesia Brand protection system so that it can have the best system to ensure legal certainty.

References: 49 (1986-2023)

Keyword: Intellectual Property Rights, Brand, Brand Protection, Citayam Fashion Week.