

ABSTRACT

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BRAND PROTECTION OF THE PLAYSTATION LOGO ON THE CONTROLLER IS REVIEWED FROM LAW NUMBER 20 OF 2016 CONCERNING BRANDS AND GEOGRAPHICAL INDICATIONS (XI + 73 pages)

Trademark rights according to Law Number 20 of 2016 concerning trademarks and geographical indications are exclusive rights granted by the state to registered trademark owners for a certain period of time. Thus, in accordance with the topic discussed by the author, the registered PlayStation brand is protected by law in Indonesia. In this case, the product being counterfeited was the registered PlayStation brand which was embedded with a PlayStation controller. One of the causes is the lack of legal protection provided by the government. The aim of this research is to deepen existing research. The research method used by the author in this research is Normative Juridical. The author uses secondary data types consisting of primary legal materials, secondary legal materials and tertiary legal materials. The method of obtaining data used by the author is literature study, and uses a legal and conceptual approach. Finally, the data analysis used by the author is qualitative in nature. Protection of PlayStation registered trademark rights is an important right because just by looking at the brand, it will be easier for consumers to recognize what products are issued by PlayStation. Protection of the registered PlayStation brand embedded in the stick console is still not implemented properly. Apart from that, the legal consequences for perpetrators who falsify the PlayStation registered mark have violated Article 100 paragraph (1) of Law Number 20 of 2016 concerning Marks and Geographical Indications. The conclusion is that legal protection for the PlayStation registered brand in Indonesia is still not working well, and the government is not monitoring the situation in the market for counterfeit goods.

Keywords: Brand, PlayStation, Legal Protection

References: 52 (2002 – 2023)