

ABSTRACT

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ANALYSIS OF LEGAL PROTECTION IMPLEMENTATION FOR ROLEX WATCH TRADEMARK IN TOKOPEDIA MARKETPLACE (XII + 118 pages, 8 pictures)

This thesis aims to analyze the implementation of legal protection for the Rolex watch trademark on the Tokopedia marketplace. Using a qualitative approach and case study method, this research investigates how the counterfeiting practices of well-known brands like Rolex can be legally addressed on e-commerce platforms such as Tokopedia. The research questions posed are how the legal protection for the famous Rolex watch trademark is implemented against counterfeiting practices occurring on the Tokopedia marketplace, and what roles and responsibilities Tokopedia has in preventing and combating the sale of counterfeit Rolex products. This research will involve analyzing policies and legal regulations related to trademark protection, as well as conducting interviews with relevant parties, including representatives from Tokopedia and Rolex brand owners. The results of this study are expected to provide a better understanding of the effectiveness of the legal protection system for trademarks on e-commerce platforms, and to offer recommendations for policy enhancements and preventive measures that can be taken by Tokopedia and other relevant parties.

Keywords: Legal Protection, Trademark, Marketplace, Luxury Watch

References: 78 (1983 – 2024)