

## **ABSTRACT**

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### **Juridical Review Of Franchise Agreements When A Trademark Is Not Registered**

(x; 83 pages; 2 attachments)

To be able to obtain legal protection from the state, trademarks must be registered with the competent authority. In this thesis there is a case where the franchise's trademark is not registered so that it has violated the law regarding franchise based on the regulations. By looking at these problems, this study discusses the comparison between franchises whose trademarks are not registered with franchises whose trademarks are registered in terms of agreement. This problem will eventually cause problems for the parties concerned, so in this study also discusses how the legal protection for the franchisee in terms of franchise's trademark that has not been registered. The research method used in this study are analytical descriptive research with a normative juridical approach, namely by examining theories, concepts, legal principles, and statutory regulations related to this research. The data collection method in this research is the study of literature, namely studying and collecting written data related to the problem. After obtaining the data, then analyzing the data in a qualitative way, namely describing the data in the form of sentences that are orderly and logical so it support Writer on interpretation of data and understanding the results of the analysis. The purpose of this study is to find out and understand more about the differences in franchises whose trademarks are not registered with franchises whose trademarks are registered in terms of the agreement, as well as how legal protection for the franchisee in the case that the franchise's trademark is not registered.

Keywords: Agreement, Trademark, Franchise.

References: 57 (1982-2019)