

ABSTRACT

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**“LEGAL PROTECTION TO THE FAMOUS BRAND HOLDERS AS IN
INDONESIA (ANALYSIS OF DECISION OF THE SUPREME COURT
NUMBER 92 K / Pdt.Sus-HKI / 2017)”**

(xi + 130 pages: 1 appendix)

Trademark is one of the most important factors in Indonesia trading world. Trademark which is one of many form of intellectual property right has an important role to facilitate and escalate trading activity of goods and services as well as to preserve this investment occurred in this globalisation era. As it is known, the related law had some revisions back then, however Indonesia recently has ratified International Law concerning Trademark. The function of trademark itself to identify the product and its origin, to purpose the guarantee of its quality and to advertises the product. It is advisable to register the trademark to insure the protection of the trademark itself. However, in practice, there are so many registered mark that are imitated by other similar brands in which can cause disadvantages to other party. One of many existed cases is occurred to HUGO BOSS who filing a suit against HUGO SPORT and also DITJEN HAKI on the basis of similarity in essence and in entirety with a registered mark

Keywords : *Trademark , Imitated , Legal Action.*