

## ABSTRACT

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**APPLICATION OF THE ELEMENTS OF EQUALITY IN PRINCIPLE AND ENTIRELY IN WELL-KNOWN BRAND DISPUTES (CASE STUDY OF THE SUPREME COURT DECISION NUMBER: 43/Pdt.Sus-MEREK/2019/PN.Niaga. JKT. Pst)**

(xi+ 136 pages)

*Trade often uses brands. Brands have strategic value and are also crucial for producers or consumers. With the registration of a brands, all actors in the production of goods, services or brand owners who already have rights to their brands can use the brands for the purpose of trading and making profits. However, the registration of the mark that is carried out still contains an infringement on the brand, where there are still similarities in the brands of one company with another, in this case there are similarities in essence and also overall in well-known brands. Therefore, the authors conducted research on the Supreme Court Decision Number: 43/Pdt.Sus-Merek/2019/Pn.Niaga. Jkt. Pst in order to know the relation between brand similarities in essence and overall in well-known brands. In this final project, the author uses a normative legal approach which aims to obtain an accurate and objective research. The data used are secondary data types that use primary, secondary, and tertiary legal materials. Obtaining data using the literature study method. Meanwhile, for the research approach, the author uses a law and case law approach. This is done because in this study the author will analyze the case and review it based on the law. Brand equality in principle and in its entirety in well-known brands is regulated in Law no. 20 of 2016 concerning Brands and Geographical Indications but not specifically explained, but it can be known through several theories put forward by experts, for the judge's consideration in deciding a well-known brands dispute in the above decision is in accordance with the theory and provisions rather than determining the equality of brands in essence and all in well-known brands.*

**References : 72 (1986-2020)**

**Keywords : Well-Known Brand, Brand, Right**