

## ABSTRAK

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**PERAN DIREKTORAT JENDERAL KEKAYAAN INTELEKTUAL DALAM PENYELESAIAN SENGKETA TERHADAP MEREK *LAW FIRM GARUDA ASSOCIATES* PADA PERKARA NOMOR 66/PDT.SUS-MEREK/2022/PN.NIAGA.JKT.PST** (122 Halaman dari Cover – Daftar Lampiran + 15 halaman: 8 gambar; 1 tabel; 5 lampiran)

The intellectual property rights (IPR) is a property from of human intellectual abilities. The intellectual work makes the work which has been produced have economic value because its benefits can be relished. One of the parts and objects of protection of intellectual property rights is the brand. The function of the brand as a distinguishing power for goods or services products with other parties. Related to this, what if products that are already known by the public are imitated by other parties using our brand, Of course, this is not desirable. Therefore, it is important to register a mark to provide legal protection to the mark so that it is not allowed to be used by other parties. Indonesia has established an intellectual property link at the Ministry of Law and Human Rights namely *Direktorat Jenderal Kekayaan Intelektual* (DJKI). It helps intellectual property rights problems in Indonesia.

The writing is based on an internship conducted at DJKI at the Ministry of Law and Human Rights of the Republic of Indonesia, this trademark cancellation lawsuit can be filed indefinitely if there is an element of bad faith under Article 77 Paragraph (2) UU Brand and Geographical Indications. Then, regarding the period of dispute resolution, the provisions of the examination hearing up to the verdict on the lawsuit must be resolved no later than 90 days after the case is accepted by the council examining the case and in the settlement of disputes over the cancellation of this mark there are sanctions or legal consequences received, namely the end of legal protection of the mark either in part or in whole. The role of DJKI in the cancellation of this brand attends the hearing of the case, obeys and implements the decision based on the decision of the court with permanent legal force, among other things, if the judgment grants the Plaintiff's claim to cancel the registered mark of DJKI c.q The Directorate of Trademarks and Geographical Indications then cancels the removal of registered marks. As per Article 244 of the Regulation of the Minister of Law and Human Rights Number 41 of 2021, The duty of DKJI is to organize the formulation and implementation of policies in the field of intellectual property.

Kata Kunci: Intellectual Property, Brand, Role of DJKI.

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