

ABSTRACT

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LEGAL PROTECTION OF WELL KNOWN FASHION TRADEMARKS WHOSE PRODUCTS ARE COUNTERFEITED

(xvii + 88 pages; 7 figures; 2 tables; 4 appendices),

Indonesia has been prioritizing the law on top of everything, therefore making it a rule of law country. That is why legal protection in everything is expected to be effective in every situation. The regulations have to be in line with the action. But in reality, it is still a big problem for Intellectual Property Rights in Indonesia, specifically in the well known fashion trademarks issue. Fashion industry has always been one of the biggest markets in Indonesia. People will try harder to get well known fashion brands to be more confident. Knowing that, there are lots of people who seek a way to make a fortune out of it. These counterfeited products are against the law. The counterfeited products are not only produced and marketed here but also imported and exported to other countries. Indonesia has some regulations to protect the rights of well known trademarks but they must include a report from the owner of the trademark so the government can proceed to do something about the counterfeiting action. The government can actually take actions before the goods are produced since it is technically illegal goods but unfortunately the regulation rarely applied in our lives. The researcher used normative-empirical research method where the research focuses on the regulations, norms and observations about counterfeited well known fashion brands products.

References : 54 (1945-2023)

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