



# INDONESIAN STEP TOWARDS ACCESSION TO THE MADRID SYSTEM

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## Background

- Trademark become an important component of trade
- Trademark right acquired protection in a country where it being registered
- Many obstacles for entrepreneurs to register their trademarks in the country of destination of exports

## Background...

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- provide business owners who seeking international legal protection
- the terms of the partnership agreement with Japan (IJEPA) which was signed in 2007
- the terms of ASEAN Economic Community 2015

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## Preparation of Indonesia in Acceding to the Madrid Protocol

- Consulting with the expert
- Providing trainings, seminars, workshops
- Proposing revision of Trademark Law
- Ratification

## Pros and cons

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- Consultants argued that join to the Madrid Protocol will effect in the loss of their clients especially foreign trademark applicant
- handiness and ability of Directorate General of Intellectual Property Rights in implementing the Madrid Protocol system
- negative impact on the ratification of Madrid protocol

## Response of DGIPR

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- Held the dialogue more active to get more public input and feedback
- Held seminars, trainings, workshops to studying the advantages and disadvantages of joining Madrid Protocol

# Current Situation

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- Amended Trademark Law and Regulation (on going process)
  - ✓ change of trademark registration procedure from post grant into pre grant
  - ✓ Publication period longer than before
  - ✓ adopt 3D and sound mark
  - ✓ add civil and criminal penalties more severe for criminal offenses on trademark which cause a more harmful impact to the public
  - ✓ simplify the process and procedures for trademark registration

Current...

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- Preparations related infrastructure
  - ✓ Development of IT systems
- Develop human resource continuously

BUT...

STILL NEED TECHNICAL ASSISTANCE

Last...



Thank you