

## Legal Protection of Registered Trademark Holders: A Case Study of the Dispute Between PT X and Company Y

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### **Abstract**

*Ideally, registered trademark owners receive full legal protection to prevent unauthorized use of their trademarks by other parties. However, in reality, trademark disputes still frequently occur, as seen in the case between PT X and Company Y, highlighting gaps in legal protection for trademark owners. This study aims to analyze legal protection for registered trademark holders and evaluate the effectiveness of regulations in resolving trademark disputes. This article falls under library research with a qualitative approach, utilizing normative legal study methodology. The findings indicate that the trademark dispute between PT X and Company Y underscores the importance of legal protection for registered trademark holders, where the first-to-file registration system grants exclusive rights to the legitimate owner. However, despite existing regulations, disputes persist, necessitating active monitoring and legal enforcement by trademark owners through legal action or dispute resolution in commercial courts.*

**Keywords:** Legal Protection, Registered Trademark, Trademark Dispute.

### **Abstrak**

Idealnya, pemegang merek terdaftar memperoleh perlindungan hukum penuh untuk mencegah penggunaan merek tanpa izin oleh pihak lain. Namun, dalam realitasnya, sengketa merek masih sering terjadi, seperti dalam kasus antara PT X dan Perusahaan Y, yang menunjukkan adanya celah dalam perlindungan hukum terhadap pemilik merek. Penelitian ini bertujuan

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untuk menganalisis perlindungan hukum bagi pemegang merek terdaftar serta mengevaluasi efektivitas regulasi dalam menyelesaikan sengketa merek. Artikel ini tergolong dalam penelitian pustaka dengan pendekatan kualitatif, metodologi yang digunakan adalah studi hukum normatif. Hasil penelitian menunjukkan bahwa sengketa merek antara PT X dan Perusahaan Y menunjukkan pentingnya perlindungan hukum bagi pemegang merek terdaftar, di mana sistem pendaftaran first-to-file memberikan hak eksklusif kepada pemilik yang sah. Namun, meskipun regulasi sudah ada, sengketa tetap terjadi, sehingga pemegang merek harus aktif memantau dan mempertahankan haknya melalui upaya hukum atau penyelesaian sengketa di pengadilan niaga.

**Kata Kunci:** Perlindungan Hukum, Merek Terdaftar, Sengketa Merek.

## Introduction

A trademark is one of the essential elements in the business world, serving as the identity of a product or service. As an intellectual asset, a trademark not only distinguishes one product from another but also reflects the reputation and quality associated with a company. In an era of increasingly intense business competition, trademark protection has become crucial to prevent misuse or actions that harm legitimate trademark owners (Wijanarko & Pribadi, 2022). Therefore, various countries, including Indonesia, have established legal protections for trademarks through legislation to ensure the exclusive rights of trademark owners are preserved.

In practice, legal protection for trademarks often faces various challenges, including regulatory issues, disputes over trademark ownership between companies, and ethical concerns related to deliberately altered trademarks that closely resemble well-known brands (Fitria & Irianto, 2025). One notable case is the dispute between PT X and Company Y, where Company Y was suspected of using a trademark similar to PT X's registered trademark. This case highlights the importance of compliance with trademark regulations and how the legal system provides protection for legitimate trademark owners to prevent others from unfairly benefiting from the reputation of a well-established brand.

Ideally, trademark protection should function effectively and provide legal certainty for registered trademark owners. Any party intending to use a trademark must ensure that it has not been previously registered or does not closely resemble an existing trademark to avoid legal conflicts. The government, through the Directorate General of Intellectual Property (DJKI), also plays a role in enforcing regulations by ensuring that the trademark registration process is conducted transparently and fairly so that the exclusive rights of trademark owners are optimally protected (April & Rahaditya, 2023). However, in reality, trademark disputes continue to arise. Many cases involve parties who knowingly or unknowingly register or use trademarks that bear similarities to already registered ones. This situation can create confusion among consumers, harm the original trademark owners, and even lead to prolonged legal disputes. The case

between PT X and Company Y exemplifies this phenomenon, where disagreements over trademark ownership result in conflicts that require legal intervention for resolution.

The discrepancy between the ideal legal protection of trademarks, which should provide certainty, and the reality of ongoing trademark disputes indicates underlying issues that need further examination. Differences in legal interpretation, lack of awareness regarding trademark rights, and weaknesses in law enforcement mechanisms contribute to the recurrence of such conflicts (Achmad et al., 2024). Therefore, this study aims to identify the legal aspects related to registered trademark protection and explore effective dispute resolution mechanisms. The primary objective of this research is to analyze the legal protection afforded to registered trademark owners in trademark ownership disputes, with a specific focus on the case study of the dispute between PT X and Company Y.

Additionally, this research seeks to explore weaknesses in the existing trademark protection system and provide recommendations to enhance the effectiveness of related regulations. By conducting this study, it is expected to contribute to the development of intellectual property law in Indonesia, particularly in the aspect of trademark protection. The findings of this research may serve as a reference for business practitioners in understanding the importance of trademark registration and the legal measures available to safeguard their rights. Moreover, this study can offer valuable insights for policymakers to refine regulations and dispute resolution mechanisms, making them more responsive to the evolving dynamics of the business environment.

## Literature Review

Studies related to the legal protection of registered trademarks or lawsuits against trademark squatters are not new; several researchers have already discussed and published works on this topic using various methods and approaches. Dwi Atmoko, in his work titled; *"Perlindungan Hukum Terhadap Pemegang Hak Merek Menurut Undang-Undang Nomor 20 Tahun 2016 Tentang Merek Dan Indikasi Geografis,"* examines the legal protection granted to trademark holders based on the provisions of Law No. 20 of 2016. This study employs a normative approach by analyzing the articles of the law and comparing them with several cases that have occurred in Indonesia. The main findings of this study indicate that although the regulations provide relatively clear protection, there are still weaknesses in their implementation, particularly in proving bad faith in trademark registration (Atmoko, 2019). The similarity between this work and the present study lies in their discussion of legal protection for trademark holders under trademark law. The difference, however, lies in the case study focus—Dwi Atmoko's research takes a more general approach to trademark protection, whereas this study focuses on the dispute between PT X and Company Y.

Dionisius Purwo Sudarsono, in his work titled; *"Legal Protection of Registered Brand Holders (A Case Study of the Infringement of the Kaso Brand Light Steel),"* examines trademark infringement against the Kaso brand. This study employs a case study approach and juridical analysis to explore how trademark

owners can assert their rights through legal channels. The findings reveal that trademark disputes often arise due to a lack of understanding of the *first-to-file* and *first-to-use* principles across different jurisdictions (Sudarsono, 2022). The similarity with the present study lies in the discussion of lawsuits against trademark holders who are alleged to have registered a trademark in bad faith. However, the difference lies in the subject of the case study—Dionisius' research highlights infringement in the light steel industry, while the present study focuses on date fruit products within the legal context of Indonesia.

Kurniawan et al., in their work titled; "*Legal Protection for Registered Trademark Holders from Passing Off Actions*," highlight the legal protection for registered trademark holders against *passing off* actions, which involve the use of similar trademarks that may mislead consumers. This study examines how trademark owners can take legal action to protect their exclusive rights and how courts assess similarities that could cause consumer confusion. The primary finding of this research is that in some cases, even if a trademark has been legally registered, its owner may still lose rights if it is proven that the registration was made in bad faith or if the mark was already widely recognized by another party beforehand (Kurniawan et al., 2024). The similarity with the present study lies in the discussion of legal protection for legitimate trademark holders. However, the difference lies in the type of dispute analyzed—this study focuses more on bad faith trademark registration within Indonesia's trademark law context, whereas Kurniawan et al.'s study emphasizes *passing off* and its impact on consumers.

After reviewing the existing literature, as far as the author's exploration goes, no prior work has specifically and comprehensively addressed trademark protection in the same manner as this study. This indicates that the article remains unique and original. The novelty of this research compared to existing publications lies in its more specific approach to examining the dispute between PT X and Company Y. Unlike previous studies that tend to discuss general trademark protection or focus on specific industries, this study provides an in-depth analysis of a concrete case that occurred in Indonesia. It offers a new perspective on how Indonesia's trademark legal system handles disputed trademark registrations based on the principle of good faith and recognition of trademark use at the international level.

## **Research Methodology**

This article falls under library research with a qualitative approach, where analysis is conducted based on written legal sources and relevant academic literature (Benuf & Azhar, 2020). This approach aims to understand and explore legal issues related to the protection of registered trademarks in the context of the dispute between PT X and Company Y. Thus, this study not only examines the normative aspects of applicable legal regulations but also conducts an in-depth analysis of evolving legal concepts and doctrines. The methodology used is normative legal research, which focuses on analyzing applicable legal rules, legal principles, and legal doctrines relevant to the protection of registered trademark holders.

The primary sources in this study include statutory regulations specifically governing trademarks, such as Law No. 20 of 2016 on Trademarks and Geographical Indications, along with its various implementing regulations, including jurisprudence related to trademark disputes. The secondary sources consist of scientific journals, books, and other academic literature published within the last ten years. The data validation system is conducted using the source triangulation technique, which involves comparing various legal sources, including statutory regulations, scientific journals, and legal doctrines, to ensure the accuracy and reliability of the data used. Meanwhile, the journal draft is structured systematically, beginning with a theoretical and regulatory review, followed by an analysis of trademark dispute cases, and concluding with a discussion of legal solutions that can be applied to enhance protection for registered trademark holders.

### **Trademark: Urgency and the History of Its Violations**

A trademark is one of the fundamental elements in the business world, serving not only as an identifier for a product but also as part of intellectual property with high economic value. As an identity that distinguishes one product from another, a trademark plays a crucial role in shaping a company's image and reputation. In the era of globalization and increasingly intense business competition, the importance of trademark protection is being increasingly recognized by various parties, including business owners and governments (Yang et al., 2023). With adequate protection, trademarks can provide significant benefits to producers, traders, and consumers alike.

The urgency of trademark protection is closely related to its function in advertising and marketing. A strong trademark not only serves as an effective promotional tool but also reflects the quality and reliability of a product. From the producer's perspective, trademarks offer exclusive rights to use and market their products. For traders, trademarks facilitate broader market reach, while for consumers, trademarks make it easier to identify the desired products. Thus, trademark protection is essential for maintaining public trust in a product. In Indonesia, trademark protection has been regulated since the colonial era, with the enactment of the *Reglemen Industriële Eigendom* (RIE) in 1912. After gaining independence, the Indonesian government continuously updated its trademark protection regulations to keep up with the times. Law No. 21 of 1961 was the first legal foundation specifically governing trademarks in Indonesia. With the development of global trade, Indonesia ratified the Paris Convention in 1979 and aligned its national regulations with international agreements such as TRIPs through various revisions of its trademark laws (Sudirman et al., 2024).

A significant regulatory change occurred with the enactment of Law No. 15 of 2001 on Trademarks, followed by Law No. 20 of 2016 on Trademarks and Geographical Indications. These laws provide legal protection for registered trademarks under the Directorate General of Intellectual Property (DGIP). With these regulations in place, legitimate trademark owners can protect their exclusive rights from unauthorized use by others, including counterfeiting and free-riding on well-known trademarks. Trademark registration with DGIP grants legal protection

for ten years, with the option for renewal for the same duration. The registration process involves administrative and substantive examinations to ensure that a trademark does not conflict with existing legal provisions. This examination includes verifying potential similarities with previously registered trademarks and assessing the eligibility of the trademark for registration. With this system, it is expected that legal protection for trademarks will be more effective and provide certainty for trademark owners.

However, despite strengthened regulations, trademark violations remain prevalent. Common forms of infringement include counterfeiting, unauthorized use, bad-faith registration, and free-riding on well-known trademarks. One of the main causes of high trademark infringement rates is the financial gains derived from misusing well-known trademarks. Such violations not only harm the rightful trademark owners but also mislead consumers and damage the reputation of a brand. The state has an obligation to enforce trademark laws to maintain fair business competition (Horváth et al., 2024). Therefore, trademark owners who experience infringement can file lawsuits under Article 77(2) of Trademark Law No. 20 of 2016. Furthermore, Article 84 of the same law provides mechanisms for temporary protection by halting the production, distribution, and trade of goods or services that use infringing trademarks. This measure aims to prevent further losses and uphold justice within the legal system.

Legal protection for trademarks is divided into two types: preventive and repressive. Preventive protection is provided through regulations and the trademark registration system to prevent disputes or infringements. Meanwhile, repressive protection is enforced through sanctions against trademark violators, either through civil or criminal proceedings. In civil law, trademark owners can file lawsuits with the Commercial Court to seek compensation and halt the unauthorized use of their trademarks. In criminal law, Articles 100 to 103 of Trademark Law No. 20 of 2016 stipulate penalties for violators, including fines and imprisonment (Sujatmiko et al., 2024). Data from the Directorate General of Intellectual Property indicates a significant increase in the number of registered trademarks, reaching 154,356 legally protected trademarks between 2015 and 2022. However, this increase in trademark registrations has also been accompanied by a rise in trademark infringement cases.

Trademark disputes that have occurred over the years highlight the challenges in enforcing legal protection for trademarks. Such cases often require lengthy and complex legal processes, demanding a deep understanding of applicable regulations. Therefore, the government continues to improve the effectiveness of trademark protection through regulatory updates and increased public awareness of the importance of intellectual property rights. In an increasingly competitive business world, trademark protection is not only necessary for large corporations but also for small and medium-sized enterprises (SMEs) seeking to safeguard their product identity. With a clear legal system and strict law enforcement, trademark violations can be minimized, fostering a fair and competitive business environment. Businesses and individuals must also recognize the importance of officially registering their trademarks to obtain maximum legal protection.

## **Legal Protection of PT X as the Trademark Holder of Z Against a Trademark Cancellation Lawsuit by Company Y**

Legal protection for trademarks is a crucial issue in the modern business world, especially when disputes arise between two parties claiming ownership of the same trademark. One case that has garnered significant attention is the dispute between PT X and Company Y over the ownership of the Z trademark. This case originated when Company Y, based in Egypt and long known for using the Z trademark for its date fruit products, discovered that PT X had already registered the Z trademark in Indonesia. Feeling that its rights had been violated, Company Y filed a trademark cancellation lawsuit against PT X at the Commercial Court of the Central Jakarta District Court in mid-July 2022. PT X, a limited liability company, had registered the Z trademark in Indonesia since February 2012. The registration was renewed until the end of February 2032, granting PT X exclusive legal rights to the trademark in Indonesia.

The Z trademark, used by PT X in marketing date fruit products, received legal protection under Registration Numbers D0X2X1X0XXXXX, DID2X1X0X3XXX, and D0X2X1X03XXXX from the Directorate General of Intellectual Property (DJKI). On the other hand, Company Y only applied for trademark registration of Z in Indonesia in March 2022, long after PT X had obtained legal recognition for the trademark. In its lawsuit, Company Y claimed that PT X had registered the Z trademark in bad faith. They accused PT X of deliberately registering the trademark to take advantage of the popularity of Z, which had been previously used by Company Y in the international market. Under Indonesian trademark law, a registration conducted in bad faith can be grounds for cancellation, as stipulated in Article 21(3) of Law No. 20 of 2016 on Trademarks.

PT X defended itself by stating that it had legally registered the trademark in accordance with applicable procedures. PT X also argued that the registration was done to protect its business rights in Indonesia. However, during the trial, Company Y successfully proved that it had used the Z trademark internationally long before, even though it had not been registered in Indonesia. Based on the "first-to-use" principle, which is one of the considerations in trademark disputes, the court ruled that PT X did not have exclusive rights to the trademark. The final appeal decision favored Company Y, canceling PT X's trademark registration for Z. This ruling was based on Article 76(2) in conjunction with Article 21(1) and (3) of Law No. 20 of 2016 on Trademarks, which states that a trademark registration made in bad faith can be annulled. Consequently, PT X lost its rights to the Z trademark, and Company Y became entitled to apply for exclusive registration of the trademark in Indonesia.

Legal protection for trademarks is essential in the business world to ensure that the exclusive rights granted to trademark owners are not misused (Siregar et al., 2022). In this case, PT X initially received legal protection based on its registration with DJKI. Article 1, Paragraph 5 of Law No. 20 of 2016 on Trademarks explains that a registered trademark owner has the right to use the trademark or grant permission to others to use it. However, if bad faith in registration is proven, as in PT X's case, such legal protection can be revoked. One key lesson from this case is the importance of caution in trademark registration, particularly when

there is a potential dispute with another party that has already been using the same or a similar trademark.

Although Indonesia's trademark legal system follows the "first-to-file" principle, where the first party to register a trademark holds exclusive rights, exceptions exist in specific cases, especially when a registration is made in bad faith. Additionally, this case demonstrates how courts consider factors beyond formal registration when determining trademark ownership rights. In many cases, continuous use of a trademark in the international market can serve as strong evidence supporting ownership claims, even if the trademark has not been registered in a particular country. Therefore, companies seeking to protect their trademarks must ensure early registration in all their target markets.

From a legal perspective, this case also highlights the importance of regulations regarding trademark registration and dispute resolution mechanisms. Articles 20 and 21 of Law No. 20 of 2016 on Trademarks provide clear guidelines on trademarks that cannot be registered and reasons for trademark cancellation (Atmoko, 2019). However, the implementation of these regulations still requires careful interpretation by the courts to prevent legal misuse by irresponsible parties. In a business context, disputes like this can have a significant impact on company operations. Losing trademark rights can mean losing the exclusive right to sell products under that trademark, ultimately affecting a company's revenue and reputation. Therefore, it is crucial for companies to have a strong legal protection strategy, including conducting thorough trademark research before registration and considering international trademark registration.

Moving forward, companies aiming to safeguard their trademarks need to be more proactive in registering trademarks in various countries to avoid disputes like the one between PT X and Company Y. Additionally, Indonesia's trademark regulations should continue to be refined to provide fair protection for all parties, including both local and international trademark holders (Amboro & Steven, 2015). This case demonstrates that legal protection for trademarks does not solely depend on the administrative aspect of registration but also on the intent and good faith of the party applying for registration. With the final court ruling canceling PT X's Z trademark, it is hoped that this case will serve as a lesson for other companies to be more careful in trademark registration and ensure that registrations are conducted in good faith and in accordance with applicable legal principles.

### **Responsibilities of DJKI**

In the modern business world, trademarks play a crucial role in distinguishing a company's products or services from those of others. Beyond commerce, trademarks are also frequently used in social activities to build identity and reputation. Therefore, trademark registration is a critical aspect of ensuring legal protection for a company's intellectual property. In Indonesia, trademark registration is conducted through the Directorate General of Intellectual Property (DJKI), which operates under the Ministry of Law and Human Rights. DJKI is responsible for receiving, processing, and providing legal protection for registered trademarks (Fitria & Irianto, 2025). The trademark registration system in Indonesia follows the 'first to file' principle, meaning that the rights to a trademark



are granted to the party that files for registration first. This system aims to provide legal certainty for trademark owners and prevent future conflicts involving identical or similar trademarks.

In the case of the registration of trademark Z by company Y, which had previously been registered by PT X, DJKI must ensure that the registration process complies with all applicable legal requirements. Under Law No. 20 of 2016 on Trademarks and Geographical Indications, DJKI is responsible for conducting both administrative and substantive examinations of trademark applications. The administrative examination ensures that all required registration documents are complete, while the substantive examination assesses whether the proposed trademark is distinctive and does not bear similarities to previously registered trademarks. If the examination process reveals that the trademark Z filed by company Y is similar to the trademark Z owned by PT X, DJKI has the authority to reject the registration. This aligns with Article 21 of the Trademark Law, which states that a trademark application can be rejected if it is essentially or entirely similar to a previously registered trademark (Bafadhal, 2018). Such rejection aims to protect the rights of the original trademark owner and prevent potential confusion among consumers.

However, if DJKI proceeds with accepting and approving the registration of trademark Z by company Y, PT X, as the prior registrant, has the right to file a cancellation lawsuit with the Commercial Court. This lawsuit can be filed under the provisions of Articles 76 to 79 of the Trademark Law. If the court rules that the registration of trademark Z by company Y infringes on PT X's rights, DJKI is responsible for implementing the court's decision by canceling the disputed trademark registration and removing it from the official register. DJKI's responsibilities extend beyond receiving and processing trademark registration applications; they also involve overseeing the enforcement of trademark rights. DJKI must ensure that mechanisms for rejection, cancellation, and trademark disputes are conducted in accordance with applicable regulations. Additionally, DJKI is responsible for announcing any cancellations or status changes of a trademark in the Official Trademark Gazette so that the public and relevant parties are informed about the latest developments in trademark registration.

In practice, such cases often arise due to insufficient research conducted by applicants before submitting their trademark registrations. Therefore, DJKI also has a responsibility to educate business owners on the importance of conducting a trademark search before registering a new trademark. This can help reduce potential trademark disputes in the future and ensure that trademark registrations are carried out with due diligence (Lubis & Rahaditya, 2023). Furthermore, DJKI may become a co-defendant in a trademark cancellation lawsuit, particularly if there are indications of negligence in the trademark examination process that led to the approval of a trademark that should have been rejected. Hence, it is essential for DJKI to continuously improve its examination systems and procedures to enhance transparency and accuracy in evaluating trademark applications.

Given the case of the registration of trademark Z by company Y, which had previously been registered by PT X, DJKI must play an active role in resolving the trademark dispute. DJKI can mediate between both parties as an alternative dispute resolution effort before the matter proceeds to court. Additionally, DJKI

must strengthen its examination system to prevent similar cases from recurring in the future. As an institution responsible for intellectual property protection, DJKI must strive to enhance efficiency and accuracy in the trademark registration process. The use of advanced technology in trademark registration and search systems can help identify potential trademark conflicts more quickly and accurately. Consequently, the trademark registration process can be carried out more effectively, reducing the likelihood of future disputes.

### **Trademark Disputes: Prevention Strategies and Legal Resolution**

Stemming from common issues in trademark registration, one of the primary steps every business owner must take is to ensure that their trademark is officially registered with the Directorate General of Intellectual Property (DJKI). The trademark registration system in Indonesia follows the 'first to file' principle, meaning that exclusive rights to a trademark are granted to the party that registers it first, rather than the party that first uses it. Therefore, to prevent their trademark from being registered by another party, business owners must proactively submit their registration as soon as they create and use the trademark in their commercial activities. Additionally, conducting in-depth research on trademark availability through DJKI's search services is essential to avoid the risk of rejection or disputes in the future.

To maintain the integrity of the intellectual property system, business actors must also be highly aware to ensure they do not intentionally or unintentionally use trademarks already owned by others. The branding process for a product should begin with a thorough check of registered trademarks to ensure the desired trademark is truly original. Companies should engage legal professionals, such as intellectual property consultants or experienced trademark attorneys, to ensure that the trademark they intend to register does not infringe upon pre-existing trademark rights (Sihite & Lie, 2025). Mistakes in trademark registration can lead to legal claims, revocation of usage rights, and even significant financial losses.

Another common issue is the practice of modifying popular trademarks with slight differences, whether in spelling, word arrangement, or the addition of certain symbols. Legally, even the smallest differences can serve as a basis for claiming rights to a trademark. However, from a business ethics and fair competition standpoint, such practices may be considered irresponsible. Cases involving parody or imitation trademarks often enter the legal domain when the original trademark owner feels harmed and can prove that the similar trademark causes public confusion or violates the principle of good faith in trademark law. Therefore, when choosing a trademark, business owners should avoid approaches that could lead to legal conflicts and prioritize creativity in creating a unique and distinctive brand identity.

If a registered trademark is later used by another party without permission, the first step is to gather evidence of the unauthorized use. The trademark owner can issue a legal notice or warning to the party using the trademark unlawfully. If this warning is ignored, the trademark owner has the right to file a lawsuit, either through civil or criminal proceedings. Under Indonesian trademark law, the

legitimate trademark owner has exclusive rights to use the trademark and prohibit others from using or trading goods and services under the same or a similar trademark without authorization (Puspitasari & Prabowo, 2023). While legal action is one way to protect trademark rights, in some cases, non-litigation approaches may offer a more efficient solution. Negotiation or mediation can be conducted to find a mutually beneficial resolution, such as a trademark licensing agreement or business collaboration. In certain situations, a trademark owner who feels aggrieved may consider offering a licensing agreement, allowing the other party to legally operate under the trademark by paying royalties to the original owner.

The role of DJKI as the institution responsible for trademark registration and protection must be continuously optimized in resolving trademark disputes. One approach DJKI can take is to improve the quality of substantive examinations for trademark applications. Rigorous examination of phonetic, visual, and conceptual similarities in registered trademarks will reduce the potential for future legal disputes. Additionally, DJKI should enhance its trademark publication mechanisms to ensure that businesses and the public can more easily access information on registered trademarks, thereby minimizing the likelihood of registering similar trademarks.

As a preventive measure, the government should also continue to educate the public and business community about the importance of trademark registration and the legal consequences of unauthorized trademark use. Public outreach on trademark law, including the rights and obligations of trademark owners, should be expanded to increase awareness of the importance of trademark protection. With proper education, trademark infringement cases can be reduced, and business competition can proceed in a healthier manner. Furthermore, new business owners should allocate specific funds for trademark protection from the outset. Many cases occur where new entrepreneurs delay trademark registration due to cost concerns or lack of legal awareness, ultimately losing their rights to the trademark because another party has already registered it (Rizadian & Rahaditya, 2022). Therefore, business owners should include trademark registration costs as part of their business strategy to ensure their brand remains legally secure.

In today's digital era, trademark protection is not only relevant at the national level but must also be considered on an international scale. Trademark owners with expansion potential abroad should consider registering their trademarks through the Madrid Protocol or other international trademark registration systems to avoid legal issues in other countries (Sasvia & Sulistianingsih, 2024). This step provides broader protection and enables brands to compete globally. Accordingly, in response to technological advancements and digitalization, DJKI must continuously innovate in its trademark registration and protection systems. The use of artificial intelligence to assist in analyzing and comparing registered trademarks can be a solution to expedite the substantive examination process. Moreover, integrating systems with international databases will be highly beneficial in identifying potential cross-border trademark conflicts and preventing the registration of trademarks that closely resemble those already registered in other countries.

## Conclusion

In the trademark dispute between PT X and Company Y, legal protection for the holder of the registered trademark becomes very important. The trademark registration process conducted by PT X at the Directorate General of Intellectual Property (DJKI) grants exclusive rights to the use of the trademark. This ensures that the registered trademark holder can protect their rights from the use of the same or very similar trademark by others, such as Company Y. Therefore, the existing legal mechanisms, including the first-to-file trademark registration system, provide clarity on who has the rights to a trademark and strengthen the protection for the legitimate trademark holder.

However, despite the legal protection for registered trademarks, trademark disputes often arise, particularly when a party attempts to use a trademark that has already been registered by someone else. For this reason, it is crucial for trademark holders to actively monitor and protect their rights, either through legal actions such as cancellation lawsuits or through dispute resolution in commercial courts. The success of trademark protection not only depends on proper registration but also on the trademark holder's awareness to take both preventive and reactive measures against potential infringements.

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