

*Thesis*  
*Science of Law Department*  
*Odd Semester 2018*

**PROTECTION OF BRAND RIGHTS ON JAGO CHICKEN PAINTINGS  
REVIEWED FROM LAW NUMBER 20 OF 2016 CONCERNING BRANDS  
AND GEOGRAPHIC INDICATIONS (STUDY RESEARCH IN PT.  
LUCKY INDAH KERAMIK)**

**NPM: 1551162**

**Verizthie Juvson Tan**

Abstract

This Final Project research aims to analyze the submission of brand rights to the painting of roosters in the bowl that was registered by PT. Lucky Indah Keramik is in accordance with the Trademark Law and Geographical Indication and its legal protection.

The research methodology used by the author is normative legal research using legal theories and legislation. The type of data used is secondary data consisting of primary, secondary and tertiary legal materials. Data collection is done by means of library research. This Legal Research uses a comparative legal approach, where data is analyzed qualitatively.

The results of the research that the author obtained from the literature study were PT. Lucky Indah Ceramics does not conflict with the Trademark Law so that it can register its trademark and in this research as in accordance with the Theory of Law of Satjipto Rahardjo and Phillipus M. Hadjon, namely PT. Lucky Indah Keramik has made preventive efforts by registering its brand rights and repressive efforts in the event of a dispute that can be carried out either litigation or non-litigation.

*Keywords: Rooster Painting, Brand Rights, Legal Protection*