

Undergraduate Final Project
Science of Law Department
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**EFFECTIVENESS OF TRADEMARK LAW ENFORCEMENT ON SALES
AND USE OF FAKE-BRAND BAGS IN BATAM CITY**

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Abstract

This research is aimed at finding out the legal protection of the brand for the sale and use of fake branded bags in the city of Batam carried out by fake branded bag businessmen in the city of Batam. This research is based on the relevant legislation to find out whether law enforcement Law No. 20 of 2016 concerning Trademarks and Geographical has been guided by the principle of legal certainty and the principle of legal interest.

This research is categorized as normative legal method and employs secondary data obtained from library studies or also called the research library and primary data obtained from own observations directly to the field. The analysis begins after all data have been attained so that it can be reviewed and examined. Then the final stage is taken to draw conclusions related to this research and is arranged systematically in detail.

Based on this research, it was found that the Indonesian government must take more serious and concrete actions to carry out Brand Law in Indonesia, especially in the city of Batam so that Indonesia can advance the work of the nation's children by making, supporting and using domestic products that are useful for advancing the State of Indonesia. And also it will not harm any party for actions that are not favorable for the owner of the imitated brand.

Keywords : Legal Effectiveness, Branded Bags, Batam City