

*Undergraduate Final Project
Science of Law Department
Even Semester 2019*

**LEGAL PROTECTION OF THE OFFICIAL DISTRIBUTORS OF
HEWLETT PACKARD BRAND HOLDER RELATED TO THE
REPLACEMENT OF TRADE BRANDS BASED ON
LAW NUMBER 20 OF 2016**

**ON MARKS AND GEOGRAPHICAL
INDICATIONS**

NPM: 1551153
Paula Hanny Cungtoro

Abstract

Trademark is the holder of an important role in increasing the existence of trade in goods or services. That is why the existence of legal protection must be added to reduce the possibility of violations. This final project study aims to analyze how the behavior associated with violations of a brand that is Hewlett Packard.

Method of the research that being used is in the form by a normative law, namely reviewing the theory of legislation and the rule of law applicable. Where as for the type of data that the author uses is secondary data consisting of types of legal material which are primere, secundare, and tertiere. Data collection is carried out in the stidy of literature.

Result of study that the author eventually obtain from the study of library science, namely related to the Brand itself, for the official holders of trademarks must be given a protection to protect and prevent the occurrence of bad things which certainly are not desired by various parties. But before that, the registration of ownership of the mark must be carried out to the authorities, causing the legal force over the ownership itself.

Keywords: *Legal Protection, Brand Rights, Hewlett Packard.*