

EXECUTIVE SUMMARY

SERVICE BRAND REGISTRATION OF PT OLSERA INDONESIA PRATAMA AND THE APPLICATION OF TRADEMARK SIGN POST-REGISTRATION

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This Job Training was held at PT Olsera Indonesia Pratama with the intention to acknowledge and analyse the problems regarding the usages of brand right service of PT Olsera Indonesia Pratama by the competitors, so certain particular steps could be taken to handle mentioned problem. This Job Training is reviewed and adjusted with Indonesia's Legislation, which is Laws of The Republic of Indonesia Number 20 of 2016 concerning Trademarks and Geographical Indications and Laws of The Republic of Indonesia Number 40 of 2007 concerning Limited Liability Company.

The activity of Job Training was done during period 12 May 2019 until 2 July 2019. The execution of the Job Training would be segmented into few stages which were Preparation Stage, Implementation Stage, Report and Valuation Stage. The details of stage by stage which the Writer did were observation, interview, collecting mentioned data, problem identification, planning outer project, outer project execution/implementation, data collecting and gathering post-execution of outer project, and ended with reporting.

There are 2 (Two) results of Outer Project which have been produced in this Job Training, first is Application Receipt of Service Brand Registration of PT Olsera Indonesia Pratama which are issued by Directorate of Intellectual Property and Rights and affixing of *trademark* (™) sign on registered logo.

Keywords : Brands, Trademark, Intellectual Property and Rights.