

## ABSTRACT

### **Socialization and Flowchart of Brand Registration Through Directorate General of Intellectual Property for Micro Small and Medium Enterprise of Representative Office Bank of Indonesia Riau Islands**

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This internship activity was done to add variation of brand registration process that can be done by Micro Small and Medium Enterprise of Representative Office Bank of Indonesia Riau Islands on order to earn Brand Certificate. This was also done as part of development for business doers. Legal Protection is also receive by each individuals as their right. This activity is conducted for approximately a month since 17 June 2019 until 17 July 2019. Its implementation is using observation and simulation method.

Forms of output that is given are socialization that was held on 1 July 2019 and a flowchart of brand registration process that can be conduct by both individual or groups through Directorate General of Intellectual Property to Development Function Micro Small and Medium Enterprise.

This flowchart can be use later if any of these enterprises that is not yet registered their brand but there is an urgency to register it independently with relatively affordable fee.

*Keywords: registration, brand, micro small and medium enterprise, bank of indonesia, directorate general of intellectual property*