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MENDOAN TRADEMARK

The Indonesian Government has finally deleted the trademark registration of “Mendoan” from the database of the Directorate General of Intellectual Property under the Ministry of Law and Human Rights after the polemic that raised public concern in the society of Banyumas, Central Java.

During a ceremony at the Integrated Intellectual Property Services Yasonna H Laoly, the Minister of Law and Human Rights asserted, “The deletion of the “Mendoan” trademark registration is conducted by its owner voluntarily”.

“The owner of the “Mendoan” trademark voluntarily requested deletion of the “Mendoan” trademark and the Directorate General of Intellectual Property has responded by issuing a letter of deletion upon the registered “Mendoan” trademark”, stated the Minister.

With the deletion of the “Mendoan” trademark, according to the minister, should end the polemic that happened in 2015. “The concern and the polemic of the people of Banyumas has finally ended with the deletion of “Mendoan” trademark, and that trademark (“Mendoan”) is no longer valid”.

In light of recent events, “Mendoan” became famous with many Media publishing news about “Mendoan”, after a businessman in Purwokerto namely Fudji Wong registered “Mendoan” as a trademark at the Directorate General of Intellectual Property, Ministry of Law and Human Rights under D00200801769 in May 2008.

Wong filed the application to protect goods under the classification of class 29, including amongst others tempeh chips, bird meat, floss, seafood such as shrimp, shell etc. The application was granted and registered under the General Register of Marks, and would be valid until 15 May 2018.

“Mendoan” is not the only word that has been registered at the Directorate General of Intellectual Property; in fact there are several trademarks that use “Mendoan” such as, *Raja Mendoan*, *Ratu Mendoan*, *Mendoan Pelangi*, *Mendoan Wanabancar*.

The people of Banyumas, Central Java strongly protested the registration of “Mendoan” trademark by Fudji Wong. They objected to the registration of the “Mendoan” trademark as it may cause the prohibition to produce items using the description “Mendoan” since “Mendoan” would already be registered as a trademark.

