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CHINA OVERTAKES US DOMINATION ON TRADEMARK REGISTRATION IN INDONESIA

JAKARTA: in the mid of 2018, Chinese trademarks for the first time managed to overtake the position of the United States, which for many years has always dominated the application of foreign marks in Indonesia.

According to the data from Directorate General of Intellectual Property Ministry of Law and Human Rights until July 2018, the number of trademarks application from China has reached 1.359. That number has surpassed the number of trademark registration from the United States, which only reached 1,131 until July 2018.

The dominance of the Chinese trademarks application in Indonesia has begun to be seen in recent years. China's dominance in the field of Intellectual Property is not only in the area of trademark registration, it is also in patent registration areas in many Countries.

China does not cease to innovate and produce a wide range of products with various trademarks. The country in 2016 listed itself in the top three patent applicant countries that filed through the International Bureau of the World Intellectual Property Organization (WIPO) according to the PCT System.

The top three position of patent application that filed through International Bureau to WIPO with PCT Systems for years has always been dominated by the United States in the first place, followed by Japan in the second place and Germany in the third place.

According to the data which was released by WIPO in March 2017, patent application in China based on PCT System in 2016 has recorded 43.168 or increasing 44, 7% compared to 2015 which was only 29.839. Around five years ago, the number of patent application from China still relatively small, when compared to the United States, Japan and Germany. However, consistently the

growth of patent application or trademark from china keeps on increasing significantly.

In 2017, the number of trademark application from China in Indonesia is only recorded 2.559, whereas trademark application from United State has reached 2.655. During the year 2017, United State is still recorded as the most country with trademark application in Indonesia.

Only in the mid of 2018, United State dominance has just been shifted by China, thus making Chinese trademark at the top ranked in terms of number foreign trademark application in Indonesia.

Over the years, the United States has always surpassed other countries in terms of foreign trademark application in Indonesia, followed by Japan, and Singapore. Those three countries are always in the top ranked of foreign trademark application in Indonesia.

According to Directorate General of Intellectual Property, the number of trademark application from China in 2016 has only been recorded for 1.723; a year later (2017) trademark application has increase drastically to become 2.559.

The increase of Chinese trademark application is inseparable to the development and economic progress achieved by the country in recent years.

Chinese Company sees Indonesia as one of the opportunity and big market. They do not want to be left behind. Therefore Chinese companies will conduct business in Indonesia with the aim to have the Indonesian market absorb wide range of products with various trademarks.

Before entering the Indonesian market, Chinese Companies first secures its Intellectual property by applying for a trademark application to ensure that no other countries register first.