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INDONESIA HAS YET TO BE MAIN PRIORITY BY FOREIGN COMPANY FOR TRADEMARK REGISTRATION

JAKARTA: Indonesia has yet to be main priority in South East Asia by foreign company for trademark registration. For trademark registration, Indonesia has to accept the fact that the country is still less prioritized by trademark holder in compare with countries in South East Asia.

Two countries in the region which are Singapore and Malaysia still lead the race of trustable country by multinational company in the go-to-country for foreign trademark registration. Luckily Indonesia still leads with quite close gap above the philippines.

According to the data released by Intellectual Property Corporation of Malaysia (MyIPO), the registration of foreign trademark in Malaysia tends to rise year by year along with the development of Malaysia economic growth.

In 2016 only 25.580 submission total for foreign trademark in Malaysia while within a year the amount rise rapidly up to 21.612. We see significant rise in Malaysia's foreign trademark submission.

In other hand, based on the statistical data issued by Intellectual Property Office of Singapore (IPOS), submission total for foreign trademark in the country in 2015 was 35.785 while there is a decreased amount of applicant within a year to 31.634. Even though there was a decreased amount of foreign submission in the country, the amount of applicant is in the safe zone or considered lead region.

While compare to Indonesia, pursuant to the statistical data released by "Direktorat Jenderal Kekayaan Intelektual Kementerian Hukum dan HAM" or Directorate General of Intellectual Property of Law and Human Rights Ministry (DGIP), total submission for Indonesian foreign trademark in 2017 is 16.468, led by close gap compare to the Philippines.

In regards to the data issued by Intellectual Property of the Philippines (IPOPIL), submission total for foreign trademark registration has been rise rapidly yearly. In 2016, the submission of foreign trademark registration was only in the 11.793 submission and within a year has been rise significantly to 14.053.

Due to the Philippines decision to access and join Madrid Protocol caused the country growth in the submission of foreign trademark registration has been rise significantly. In 2016 only we can see the indication of significant growth by looking at the total of foreign trademark registration in the Philippines that rise up to 7.108, supported by foreign trademark registration through the Madrid Protocol System that contribute 4.685 submission.

The amount of foreign trademark registration regarding the Madrid Protocol has been rise rapidly. In 2017, the submission through the Madrid Protocol rise drastically to 6.817, while the direct submission to the Philippines has been decreased.

In the other case, Indonesia has entered Madrid Protocol from 2nd of October 2017, and begin to receive foreign trademark submission through Madrid Protocol from early 2018. However in contrary the amount of Indonesian entrepreneur that register their trademark in other country.

The concern has brought DGIP to socialize Madrid Protocol to multi-layer citizen especially for the small-to-middle level enterprise by hosting a socialization of International Trademark Registration Madrid Protocol in Malang on Thursday (7/19th/2018).

Regarding the Director of Partnership and Empowerment of Intellectual Property, Molan Karim Tarigan, as quoted by the official website of DGIP, since Indonesia begin to accept registration of foreign trademark in January 2018, the submission from Indonesia that registered through Madrid Protocol is still low.

“By now is only 14 (fourteen) trademark submission, while the trademark submission that comes from foreign country that infiltrate Indonesia is quite high”, says Molan Tarigan.

Molan Tarigan wishing the people of Indonesia could utilize Madrid Protocol to protect their trademark by registering not only locally but globally.

He explains that there is condition that needs to be known by applicant before submitting the trademark globally, in which the applicant should have registered trademark in DGIP or in the process of submission.



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