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# INDONESIAN TRADEMARK REGISTRATION HAS GROWN SIGNIFICANTLY

The increased demand for trademark registration by the Indonesian business community has developed significantly amidst this positive attitude of being conscious through which Indonesia will indeed gain respect and trust in the international business world.

The Directorate General for Intellectual Property Rights, reports that in 2015, they were 49,355 new trademark applications, and 51,246 during the following year.


This trend is expected to exponentially grow in accordance to the favorable business climate and its related investments. And additional effect is that many small and medium sized enterprises commence to emerge by taking the opportunity to produce a variation of quality products.

In order to accommodate the ease of the trademark registration process which includes patent, copyright, trademarks, and industrial designs, The Directorate General for Intellectual Property Rights, continually reorganizes details that provide efficiency and quality of services for the business community.

Recently, Indonesia has joined as the 100th member of the Madrid Protocol. This membership opens up the door for foreign registered trademarks to automatically be recognized under trademark laws of Indonesia.

This permits the ease for foreign companies to receive trademark protection by simply submitting formal notice and filing out the appropriate forms to the Indonesian Trademark Office (TMO) without having to travel to Indonesia. i.e. a company in Australia wishing to submit a trademark application, then such application can simply be sent from their own country to Indonesia. The application submission process shall therefore not necessarily require the services of an intellectual property legal consultant.

Indonesia is the eighth ASEAN country member to join the Madrid Protocol, this reinforces ASEAN's goal of promoting transfer of technology throughout the region and stimulate innovation through strengthened intellectual property rights cooperation.



Other Asean countries such as Thailand has also joined the Madrid Protocol on 7th January 2017, whereas Singapore has joined since 2000. Both Vietnam and the Philippines have already been members prior their two.

The Madrid system is widely implemented by many countries in the world. WIPO reports that, there are 115 countries that have ratified the Madrid Protocol, and its covers 80% of all the countries in the world.