

ABSTRACT

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Site in Indonesia*

Trademark is known as one of the aspects in intellectual property rights where it has the function to protect the value of a brand and also to identify the brand from other brands.. Each products of every brand out there has values in which to gain those values, a lot of effort is needed in order to gain the trust from consumers so that they're willing to choose and buy the products from the brands. What comes with value needs to be protected legally, and the government of Republic Indonesia issued a regulation that specifically regulates about trademark protection in Indonesian Trademark Law Number 20 Year 2016. However, one of the most common problems in Indonesia are the continuous act of trademark violations. One of those violations is the act of counterfeiting products from notorious registered brands that have high values and certainly these acts of counterfeiting harm the enterprises that own the trademarks of their brands, mostly can be found in the marketplace sites. Even though the current regulation from the government and the regulation from the marketplace sites banned that kind of act to protect the trademark, there are still many cases can be found happening up to this day.

Keywords : Trademark, violation, marketplace, brand, counterfeiting, intellectual property.