

## CHAPTER V

### CLOSING

#### A. Conclusion

Based on the results of research and discussion, it can be concluded that:

1. The Central Jakarta Commercial Court Decision Number 9/Pdt.Sus-Brand/2023/PN.Niaga.Jkt.Pst has not provided legal protection for the Plaintiff's "JOLLIBEE" brand, which is a well-known and registered brand, which should be entitled to legal protection for granted the lawsuit for the cancellation of the Defendant's "Jollibee" brand in accordance with Article 21 paragraph (3) of Law Number 20 of 2016 concerning Trademarks and Geographical Indications, which had registered its mark in bad faith and was substantially similar to the Plaintiff's mark and was piggybacking on it. the status of the Plaintiff's famous JOLLIBEE mark which is well known to the general public.
2. The legal consequence of the Plaintiff's rejection of the claim for cancellation of the Defendant's mark by the Plaintiff which has similarities in essence or in its entirety is that the Defendant's registered mark "Jollibee" is declared still valid and permanent.

has legal protection for the brand owned by the Defendant.

## B. Suggestion

Based on the conclusions above, the following suggestions can be given:

1. To the Directorate of Brands and Geographical Indications should be more careful in considering brand registration applications. Both local and foreign brands, especially those submitted in bad faith so that there are no longer any registrants with bad faith so that healthy business competition is created.
2. The Plaintiff should continue Case Number 9/Pdt.Sus-Merek/2023/PN.Niaga Jkt.Pst. by submitting a Cassation Application to the Supreme Court to obtain legal protection.
3. Business people who wish to apply for trademark registration should do research on the mark they wish to register, whether it has been used and registered by another party or not. As well as creating a brand that has strong enough differentiating power to avoid imitation of other registered brands.

