

## ABSTRACT

There are many cases of trademark infringement disputes against well-known brands which aim to gain big profits by counterfeiting well-known brand products with the intention of gaining trade advantages in a short time. In Indonesia itself, a law has been made that specifically regulates trademarks, namely Law Number 15 of 2001 concerning Marks, which was later replaced by Law Number 20 of 2016 concerning Marks and Geographical Indications as an effort to improve legal protection for trademark owners. based on good faith.

This study aims to determine the form of legal protection for trademarks registered in good faith against trademarks registered in bad faith. In this case, the author conducts a case study of the NWB brand dispute as an example of a brand infringement case that occurred in Indonesia, where the trademark that should be protected in Indonesia is a brand based on good faith. Meanwhile, in this case, the NWB in registering its trademark contained an element of bad faith.

The method used in this research is normative juridical method, the research specifications are descriptive analytical, data collection through secondary data, the analytical method used is qualitative.

The results of the research on Verdict Number 1493 K/Pdt.Sus-HKI/2017 show that the NWB Mark registered by Romy Sianaryo in Indonesia is based on bad faith which in the registration of the mark was carried out dishonestly with the intention of passing off, plagiarizing or imitating the fame of the NWB brand owned by Nippon Wiper Blade CO., LTD., to the detriment of others and create conditions for unfair competition, to deceive or mislead consumers. Hereby Nippon Wiper Blade CO., LTD., applies for the cancellation of Romy Sianaryo's NWB Mark. Settlement of trademark disputes between these two parties can be carried out through a special judicial body, namely the Commercial Court.

Keywords:

**Trademark, Bad Faith, Cancellation of Trademark, Trademark Dispute.**