

# Biro Oktroi Roosseno

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### 1. Let's Meet at the Upcoming INTA 2025 Annual Meeting in San Diego!



Our team will be attending to the INTA Annual meeting in San Diego from May 17-21, 2025. This prestigious international event brings together leading professionals, innovators and decision-makers from across the industry, and we are proud to be a part of it. We will also open an exhibition Booth Number #2005 located in the Innovation Marketplace.

We'd love to welcome you to drop by, whether you want to explore new solutions, ask specific questions, or simply get to know our team better. You can also contact [iprlaw@iprbor.com](mailto:iprlaw@iprbor.com) to schedule a meeting with our team.

## 2. Indonesia Trademark Update: Trademark Battle Over “M6” Between Automotive Giants

In a courtroom where the fate of an iconic trademark hangs in the balance, two automotive giants from Germany and one from China are engaged in a legal battle that could shape the future of the automotive industry in the country or maybe even the world.

It all started when a famous German automotive company, which had been established since 1916, filed a lawsuit against a fast-growing Chinese multinational company.

The German company, founded originally as an aircraft engine manufacturer during World War II, had long since transitioned into producing some of the world’s most luxurious cars and motorcycles. Currently, with more than 30 production sites worldwide and a sales network spanning more than 140 countries, the company is one of the global powerhouses in the automotive sector.

The company had long relied on its “M6” trademark—a mark that had come to symbolize quality, innovation, and reliability in the automotive world. However, when they sought to protect this valuable trademark, they came across an alarming discovery: another company is trying to register a very similar mark for its own automotive products. This was no small company.

Founded in 1995, the Chinese multinational had quickly grown into a major player in the electric vehicle market. Along with vehicles, it also manufactured batteries, solar panels, and a variety of other electronic products. Over the years, the company had built more than 30 industrial parks around the world

and was expanding rapidly into Southeast Asia, Latin America, and Europe.

It was at this crossroads that the German company decided to take action. Thus, they filed a lawsuit in the Court of Justice, seeking to protect their reputation and market position. The German company’s legal team argued that the Chinese company’s use of the M6 mark on its vehicles was not only a violation of trademark law but could also confuse consumers and damage the German brand’s hard-earned identity.



The claims the German company made in its lawsuit were clear and firm:

1. Full Grant of the Plaintiff’s Claim:  
The German Company asked the court to grant the whole Plaintiff’s claim in its entirety.
2. Ownership of the M6 Mark:  
The Company emphasized that it was the original owner and first registrant and is the party entitled to use the M6 Trademark with Registration No. IDM000578653 in class 12, which covered items such as motor vehicles, brake pads, and vehicle structures. They argued that they had the exclusive right to use the mark for their products.
3. Unlawful Use by the Defendant:  
The German Company accused the Chinese defendant of using the M6 trademark unlawfully on its own

automobile products. They argued that this was not just a simple mistake but a deliberate attempt to capitalize on the reputation of the M6 brand.

4. Cease and Desist:

They demanded that the Chinese company stop using any marks that were substantially or entirely similar to the M6 trademark, claiming that its continued use was infringing upon their rights.

5. Surrender of Infringing Goods:

As part of the lawsuit, the German company sought the immediate surrender of all motor vehicle products owned by the Chinese company that carried the M6 mark. The Plaintiff argued that these products were unlawfully bearing a trademark that was too similar with their mark.

6. Immediate Enforcement:

The German company even requested that the court's decision be implemented immediately, despite any possible appeal or resistance. This would allow the Plaintiff to act quickly, without waiting for lengthy legal processes to unfold.

The stakes couldn't have been higher. Both companies were giants in their own right, but the legal outcome could have far-reaching consequences, not just for them, but for the entire automotive and electric vehicle industries.

As the court case continued to unfold in the early court examination stages at the District Court of Central Jakarta under case number 19/Pdt.Sus-HKI/Merek/2025/PN Niaga Jkt.Pst, it became clear that this battle was more than just a legal dispute.

It was a clash of cultures, of histories, of ambitions. No matter the outcome, the case would surely serve as a reminder of how fiercely companies must protect their

Intellectual Property in a world where global competition is fierce, and every trademark carries weight far beyond the borders of the country in which it was first registered.

(source: <http://sipp.pn-jakartapusat.go.id/>;  
<https://www.byd.com/>;  
<https://www.bmw.com/en/index.html>)

### 3. Indonesia Trademark Update: A Bitter Fight to Get Justice for EVEREST Trademark

India is a land of rich culinary traditions, and spices play an important role in every cuisine that originates from this country. Indian spices are an indispensable ingredient of everyday life. They are not just ingredients for cooking, but are part of a rich history, health and culture that continues to inspire the world.

In the bustling heart of India, a top-selling spice company has earned its reputation worldwide. Known for its expertly crafted spice blends, Everest Food Products Private Limited has won the prestigious FMCG Consumer Reaction Award, and its products have lined the shelves of more than 80 countries. With a growing international presence and a commitment to quality, the company had worked tirelessly to establish its brand. The company maintains the best standards of purity, freshness and authenticity in every pack with over 52 years of experience. However, they had no idea that looming challenges could shake their success in one of South East Asia's most dynamic markets—Indonesia.

It all started when the company decided to expand its trademark protection to Indonesia, a strategic move to safeguard its brand in a market where demand for its

spices was steadily rising. When they were preparing to register their famous mark “EVEREST” at the DGIP office, they found something unsettling that the trademark they had worked so hard to build already existed. There is a similar mark is registered in the name of a local Businessman under registration No.IDM000234528.



Concerned that the defendant's trademark could cause confusion among consumers and damage the company's reputation, the Indian spice company was faced with a difficult decision: ignore the infringement or take legal action. They then determined to protect their intellectual property and ensure that their brand remained untarnished by taking the step of filing a lawsuit at the Central Jakarta district court with Case No. 21/Pdt.Sus-HKI/Merek/2025/PN Niaga Jkt.Pst.

First, they asked the court to grant their whole claim in its lawsuit, asserting that they were the rightful owners of the EVEREST trademark and all its variants. They believe that their brand, built on years of dedication, innovation and recognition on the global stage, should take precedence over the local businessman's claim. The Indian company as the plaintiff also alleged that the Defendant's

registered mark was substantially similar to the plaintiff's trademark.

The company wasn't done yet. They accused the local businessman of bad faith in registering the mark, and stated that the businessman deliberately sought to exploit the company's established reputation.

The stakes grew higher as the company called for the cancellation of the Defendant's registration. Therefore, the trademark owned by the local businessman should be declared null and void due to the bad faith behind its registration. They also requested that the court take concrete action by ordering the Registrar or authorized official to submit a copy of the judgment to the Directorate General of Intellectual Property Rights (IPR). The cancellation of the Defendant's registration, they argued, should be recorded in the General Register of Trademarks and publicly announced in the Official Gazette of Trademark.

As the case progresses, it serves as a reminder of how important trademark protection is in the modern world, where brands often span continents and competitors lurk all around.

(source: <http://sipp.pn-jakartapusat.go.id/>; <https://www.everestfoods.com/>)

#### **4. Singapore Trademark Update: Feel the Beat of IP, IPOS Celebrates Music and Intellectual Property**

Music is something we all connect with, right? It crosses cultures and borders like nothing else. And behind every song we love, there's a whole lot of creativity and innovation – all protected by these things called Intellectual Property (IP) rights. This

year, World IP Day on April 26th, 2025, was all about giving a shout-out to how important IP is for musicians and for keeping the whole music scene thriving.

The Intellectual Property Office of Singapore (IPOS) got in on the global celebration with a bunch of cool stuff focused on "IP and Music." IPOS made sure Singapore's own music creators got the recognition they deserve, highlighting their journeys both here and on the world stage.

#### What IPOS did for World IP Day 2025:

- **Shining a Spotlight on Local Talent:** IPOS teamed up with folks like the National Arts Council (NAC), the National Library Board (NLB), and the Visual, Audio, Creative Content Professionals Association (VICPA) to showcase Singapore's awesome music scene and the people making it happen.
- **"Tuning in with the music of innovation and creativity":** IPOS emphasized how IP rights and policies help creators, innovators, and entrepreneurs bring fresh ideas to the music industry, protecting the work of everyone involved in making music – from the songwriters to the performers.
- **Podcast Launch:** IPOS, along with NAC, NLB, and VICPA, put together a podcast featuring music experts. The podcast took a deep dive into all the IP stuff that goes into making and producing music, and how musicians can actually make money from their IP, both here and overseas. The podcast featured Mr. Daniel Chai, Guitarist, Music Arranger, Producer, Composer, and Educator, Mr. David Siow, Director, Steady State Records, Music Export Professional, and Singer-Songwriter, Shazza.

- **World IP Day Address:** Mr. Lawrence Wong, Singapore's Prime Minister and Minister for Finance, acknowledged the hard work of music creators and shared his thoughts on how we can all support our musicians here in Singapore.

The above IPOS's initiatives emphasized that IP is essential for protecting musicians' rights, ensuring their financial stability, and inspiring them to keep producing new music. By developing a strong IP ecosystem, Singapore hopes to create a sustainable and thriving music scene that resonates both at home and worldwide

*(source: Biro Oktroi Roosseno Singapore)*

#### 5. DGIP: International Collaboration With JPAA To Improve The Quality of IP Protection In Indonesia

On January 17, 2025, Indonesia's Directorate General of Intellectual Property (DGIP) received a delegation visit from the Japan Patent Attorneys Association (JPAA Kansai). The visit aimed to strengthen the exchange of information related to intellectual property (IP), with a focus on patents, trademarks, and industrial designs.



Director of Patents, Industrial Designs, and Trade Secrets, highlighted that DGIP currently has 110 patent examiners who can process 120 to 180 patent applications



needed to register copyrights or industrial designs.

The synergy between various parties, such as local governments, relevant ministries, and communities, will determine the success of this effort. With a more inclusive and educative approach, it is hoped that Indonesians will increasingly understand the importance of protecting their copyrighted works and contribute to the sustainable development of the creative economy.

(source: <http://www.dgip.go.id>)

## 7. DGIP: A Collaborative Discussion on Strategic Measures to Combat Counterfeit Goods in Indonesia

On March 11, 2025, the Directorate General of Intellectual Property (DGIP), in collaboration with the Indonesian Anti-Counterfeiting Society (MIAP), held an important discussion focusing on one of the most urgent issues in the modern globalized economy: the fight against counterfeit and illegal products. The discussion sought to strengthen synergy and knowledge among stakeholders on how to effectively address the growing threat of counterfeit goods, which can have devastating economic, social, and cultural impacts.



In his opening speech, the Executive Director of MIAP emphasized the importance of this event by pointing out the need for strong

protection of Intellectual Property (IP). He highlighted the need for ongoing discussions to ensure that solutions to IP infringement remain relevant and effective in the face of rapidly changing challenges.

“We realize that the discussion related to the protection of IP must continue. This is important so that we always have a relevant solution to violations of IP in the present,” said the Executive Director of MIAP.

The event features interactive discussions that bring together various stakeholders, including government representatives, law enforcement agencies, business people, and community leaders. This collaborative approach aims to share knowledge and expertise in IP protection, with a particular focus on brand protection in the customs sector.

One of the highlights of the event was the importance of cross-sector cooperation. The Director General of Intellectual Property emphasized how cooperation between the government, law enforcement, businesses, and communities is essential to tackle the complex and widespread problem of counterfeit goods.

“IP is a field that is not only important for economic development, but also for the advancement of innovation and creativity in the country. Our presence here shows great commitment and concern for that,” he said.

The event also serves as a timely reminder of the global scale of the problem. With rapid globalization, the circulation of counterfeit goods has become an increasingly complex challenge. The event also serves as a timely reminder of the global scale of the problem. With rapid globalization, the circulation of counterfeit goods has become an increasingly complex challenge. This data highlights the scale of the problem and its

potential to harm economies, businesses, and consumers alike.

In the context of Indonesia's growing economy, this discussion has become even more important. In the November 2024 edition of the OECD Economic Surveys Indonesia report, it is estimated that Indonesia's economy will grow by 5.1% in 2024 and 5.2% in 2025. While this is an exciting opportunity for the country, the continued circulation of illegal products could undermine this economic potential.

The Director General of Intellectual Property expressed his hope that the discussions at the event would lead to innovative ideas and actionable solutions to enhance the protection of IP in Indonesia, ensuring the country's economic growth remains unhindered by the presence of counterfeit goods.

As a part of the event, a significant milestone was reached with the renewal of the Memorandum of Understanding (MoU) between MIAP and the DGIP. This MoU renewal represents the ongoing commitment between the two parties to work together in creating a conducive environment for IP protection in Indonesia.

Through continued collaboration, joint activities, and knowledge-sharing, both MIAP and DGIP aim to strengthen the nation's IP ecosystem and address the growing challenges posed by counterfeit goods. The MoU is a symbol of Indonesian's dedication to not only protecting brands and innovations but also ensuring that businesses and consumers can thrive in a fair, legal marketplace.

(source: <http://www.dgip.go.id>)

## 8. A Deeper Insight Into The Role Of Intellectual Property Rights Through Discussions With Our Consultants

For a deeper insight into the role of Intellectual Property (IP) rights, our IP consultants, Mr. Harry Wirawan and Mr. Taufik Andradi, have shared their knowledge in a discussion on SeaToday's live program on 27 January 2025.



The discussion focuses on the importance of IP rights in protecting creative works, inventions, and brand identities for individuals and businesses. Intellectual Property refers to the legal rights granted to investors or organizations for their unique inventions, designs, and creative works.

These rights allow creators to control the use of their ideas and prevent unauthorized use. The protection of IP is crucial, especially for businesses, as creating something innovative requires significant investment, time, and resources.

In Indonesia, there is a Directorate General of Intellectual Property (DGIP) under the Ministry of Law, which facilitates the protection of Intellectual Property, even for international inventors.

This discussion covered various types of IP rights and their specific protections. IP covers several categories, including:

1. Patents: Protect new inventions or technological advancements, such as tablets and mobile phones.

2. Trademarks: Safeguard distinctive signs, names, and logos used in commerce to identify goods and services, like clothing and shoes associated with brands.
3. Copyright: Protect original works of art, music, literature, and software.
4. Industrial Design: Covers the aesthetic aspects of products.
5. Trade Secrets: Guard confidential business information with economic value.
6. Geographical Indication and Layout of Designs: Offer specific protection related to location-based products and design structures.

The discussion also talked about the importance of respecting IP, especially in the digital age, where content is easily shared. It is emphasized that creators should be credited for their work, whether it is photos, or other forms of creativity. While copyright automatically protects a paper once it is published, it is important to educate people - especially students - about the importance of Intellectual Property and how to properly attribute sources.



For individuals, protecting their ideas, such as photographs or writings, is important, but ideas alone are not enough; they must be embodied in a product or service. For businesses, IP protection is even more important, as it ensures that investments in research and development are protected, allowing for continued growth and innovation.

Further, the discussion covered the costs and procedures involved in securing IP protection for businesses and inventions. It was emphasized that protecting IP is not always expensive, but the costs may vary depending on the procedure and the type of Intellectual Property. Businesses, both individuals and organizations, must register their Intellectual Property with the DGIP in Indonesia. The process is governed by specific laws and regulations for each type of IP.

One of the principles in the IP system in Indonesia is the “first-to-file” rule, which means that the first person to file for protection has exclusive rights, and others who file after him cannot use them. A common problem faced by businesses is conflict over names. For example, businesses must ensure that the name they choose has never been used before by anyone.

The importance of a unique name is important because it shows the identity of the business and differentiates it from competitors. To verify if a name is already registered, IP consultants often conduct a search. While this search is optional for the applicant, it is recommended as a first step before further creating a logo or brand, to avoid potential legal conflicts.

The discussion also highlighted key considerations for content creators regarding IP rights, particularly copyright, and the protection of their creative works. With advances in technology, content creators should be aware of copyright laws, especially when using other people's songs or materials in their work. It is essential to obtain permission if using someone else's work, although some platforms provide licenses that cover the use of this material, shifting the responsibility to the platform.

For original content like videos, copyright automatically protects the work once it is created and published. Content creators do not need to file a formal application with the DGKI in Indonesia to ensure protection, as the digital nature of the work guarantees its protection.

Mr. Wirawan and Mr. Andradi also talks on the costs and benefits of enforcing IP rights. Filing an IP application requires payment of an official fee from the government. For individuals or businesses in Indonesia, filing can be done directly with the DGKI. However, for those overseas or seeking professional advice from consultants, additional legal fees apply, which can range from hundreds to millions, depending on the complexity and scope of IP protection needed.

Further, Mr. Wirawan and Mr. Andradi explained regarding the legal and regulatory frameworks for IP rights in Indonesia. On the national level, Indonesia has specific laws governing different types of IP, including:

- Patent Law (Law No. 65/2024)
- Trademark Law (Law No. 20/2016)
- Copyright Law (Law No. 28/2014)
- Plant Variety Law (Law No. 29/2000)
- Trade Secret Law (Law No. 30/2000)
- Industrial Design Law (Law No. 31/2000)

In international terms, Indonesia is a member of important treaties such as the Paris Convention and the TRIPS Agreement, which specifically cover aspects of IP.

They also explained regarding how small businesses or micro-enterprises can protect their products and services from larger competitors. For example, small businesses can protect their inventions through patents, their company name or identity through trademarks, and their product designs through industrial design protection. Once

these protections are in place, businesses are granted an official certificate that prevents others from copying the product or service. In case of infringement, legal action can be taken, although the process can be difficult. Securing IP protection can make a significant difference when facing larger companies. While small businesses may lack the capital of larger companies, having IP protection allows them to protect their innovations and ideas.

The challenges faced by small and medium-sized enterprises (SMEs) regarding IP protection are also diverse. One of them is when they realize it may be too late to register their IP because someone else has already done so. In such cases, the first person to register holds the rights to the IP. However, there are still options available to businesses that are not the first to register. One possibility is to go to court and prove that they were the first user of the IP or the goods or services, as long as they can provide evidence of this.

Mr. Wirawan and Mr. Andradi also highlight the potential risks and liabilities associated with IP infringement. One of the main risks is reputational damage, as infringers often make inferior quality products. Intellectual Property can also serve as a benchmark of quality: high-quality products are usually protected by IP and consumers are more likely to trust and buy from entrepreneurs or companies known for their good quality. Therefore, infringement can cost businesses not only legally but also in terms of consumer trust and brand reputation.

The discussion touches on issues related to high-end brands and counterfeit products. It emphasizes the dangers of consumers purchasing low-quality imitations of well-researched and developed products. For example, in the case of running shoes,

legitimate trademarks invest heavily in research and development to ensure product quality and safety. Counterfeit products, on the other hand, often lack these rigorous procedures, posing a potential danger. If a consumer is injured while using an imitation product, the consequences can be very significant for both the consumer and the original trademark, risking damage to reputation and consumer trust.

The DGIP website in Indonesia provides useful information on various Intellectual Property related matters. Additionally, the World Intellectual Property Organization (WIPO) website offers international insights on Intellectual Property laws and practices. These platforms are considered credible sources for learning about Intellectual Property.



Before the event ended, there was an educational segment in the form of a quiz on myths and facts about IP, with our consultants providing answers and explanations on common misconceptions.

*(source: Biro Oktroi Roosseno Indonesia)*

## 9. Commitment to Quality, Integrity, and Information Security: Our Journey to International Recognition

For over 17 years, Biro Oktroi Roosseno has remained committed to delivering exceptional quality and professionalism in its services. This commitment was first recognized in 2008 when our firm in Indonesia earned its **ISO 9001:2000 certification for Quality Management Systems**, followed by continuous recertification through **ISO 9001:2008** and the current **ISO 9001:2015**, reaffirming our dedication to consistent service excellence.



Recognizing the evolving needs of our clients and the increasing global importance of data protection, privacy, and ethical governance, our Board of Directors took a bold step in 2024 to further elevate the company's standards. After a decade of using internationally recognized Intellectual Property Management Software and listening to the valuable feedback received from our clients through surveys, we initiated a comprehensive process to obtain three additional internationally accredited certifications.

In April 2025, we are proud to announce that Biro Oktroi Roosseno has officially achieved certification for:

- **ISO/IEC 27001:2022** – Information Security Management Systems
- **ISO/IEC 27701:2019** – Privacy Information Management Systems
- **ISO 37001:2016** – Anti-Bribery Management Systems

These certifications complement our recently renewed **ISO 9001:2015** (March 2025), and collectively demonstrate our unwavering commitment to data security, privacy protection, ethical business practices, and service quality.



We believe that these achievements are not just milestones for our company, but a reflection of our sincere intention to strengthen client trust, enhance our professional credibility, and continuously evolve in line with international best practices.

With this advancement, we hope to reassure our clients and partners that placing their trust in Biro Oktroi Roosseno is not only the right choice — but the most secure and reliable one.

*(source: Biro Oktroi Roosseno Indonesia)*



(Anno 1951)

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