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1. Intellectual Property Regulations Update in Indonesia

a. Regulation of Ministry of Law No. 5 of 2026 Regarding Trademark Registration

Ministerial Regulation No. 5 of 2026 regarding Trademark Registration (Enacted on January 13, 2026; Effective as of February 23, 2026), this new regulation replaces Ministerial Regulation No. 67 of 2016, which revises the trademark registration procedures in Indonesia, particularly regarding the timeline for substantive examination. This regulation also simplifies the requirements for Small and Medium Enterprises (SMEs) and expedites the issuance of certificates within one day.

The most significant changes in the latest trademark registration regulations, are as follows:

- **Timeline For Substantive Examination**

According to the previous regulations (2016), substantive examination could take up to a maximum of 150 days. However, according to the new regulations (2026), substantive examination shall be conducted faster. If there are no objections from other parties, the substantive examination shall be completed within a maximum of 30 days. If objection(s) occurs, the substantive examination shall be completed within 90 days.

- **Official Certificate Excerpt**

These new regulations introduce a more modern system through the issuance of electronic trademark certificates. Certificates are regulated under Article 42 which stipulates that certificates are issued electronically. While the Official Excerpt of the Certificate, under this new regulation shall be issued within 1 day (Article 46 paragraph 8), compared to the previous regulation which took 15 days.

- **Trademark Renewal**

In addition to the Fast-Track Trademark Registration, Trademark renewals shall now be processed faster. According to the previous regulations, registration of renewal will take approx. 2 months, and notification of renewal will take 15 days after registration. However, according to the new regulations (Article 55), registration of renewal will take 4 days after all documents are submitted, and notification of renewal will take only 3 days after registration.

- **Transfer of Trademark Rights**

According to Article 69, there is no longer a 6-month deadline for registering the transfer of trademark rights. And once the documents are complete, the registration is processed immediately.

- **Force Majeure**

According to Article 73–74, in the event of force majeure (war, revolution, riots, labor strikes, natural disasters, or similar emergencies), the applicant may request an extension of the deadline for submitting documents for various procedures, such as initial applications, priority claims, changes of name or address, transfers of rights, and the filing of responses to trademark rejections.

- **Expansion of the Collective Trademark**

According to the previous regulations, the government can register collective trademarks for SMEs. However, according to the new regulations (Article 70) in addition to SMEs, collective trademarks can also be registered for public other than SMEs.

- b. Regulation of Ministry of Law No. 6 of 2026 Regarding Patent Registration**

Through the Ministry of Law and Human Rights Regulation No. 6 of 2026, the government has made significant amendments to the previous regulations, namely Regulation of the Ministry of Law and Human Rights No. 38 of 2018 as amended by Regulation of the Ministry of Law and Human Rights No. 13 of 2021.

This regulation also aligns with the amendments to Law No. 13 of 2016 regarding Patents, as last amended by Law No. 65 of 2024.

The Regulation of The Ministry of Law No. 6 of 2026 concerning Patent Applications officially took effect on January 13, 2026, introducing faster, more reliable, and more transparent patent services. This regulation aims to expedite the formalities examination process (maximum 14 days) and substantive examination, as well as to promote increased national innovation.

The most significant changes in the latest patent application regulations, are as follows:

- **Digitalization of the Application System**

According to the previous regulations, patent applications can be filed electronically or manually. However, according to the new regulations, patent applications must be filed electronically

through DGIP’s Electronic Filing system. Manual submissions shall be used for support only.

- **Accelerated Publication of Patent Application and Substantive Examination**

The Publication may be made at the earliest 3 months as of the receipt date. Moreover, the request to accelerate the substantive examination may also be requested earlier. Those accelerations are upon request and subject to an additional fee.

- **Substantive Re-examination Mechanism**

Applicants may request a re-examination for: Rejected application; Correction for description, claim, and/or drawing for granted patent; Granted Patent decision; Withdrawal application; and Application considered withdrawn. A request for re-examination can be submitted within a certain period (maximum 9 months), except for the withdrawal application (maximum 2 months).

(source: Biro Oktroi Roosseno Indonesia)

2. Indonesia Trademark Update: Who Owns the ‘PURAVITA’ Trademark in Indonesia?

There are moments in global business when a single word carries the weight of decades. “PURAVITA” is one of those words, and in Indonesia, it has become the center of a quiet but consequential legal clash.

PURATOS, a Belgian company founded in 1919 that has spent more than a century shaping how the world bakes, tastes, and innovates. What began as a small family

business has grown into a multinational powerhouse, operating in over 100 countries with a web of subsidiaries and innovation centers supporting its global reach.

From artisan bakeries to industrial food production, its portfolio includes sourdough starters, bakery mixes, chocolate, fillings, and functional ingredients designed to meet modern nutritional demands. At the heart of its innovation strategy lies a simple idea: better food today should also be healthier food tomorrow. Brands like “PURAVITA” reflect that vision, focusing on whole grains, fiber, and wellness-driven formulations. Currently, PURATOS products are available in over 100 countries with 76 production units in 52 countries.



As part of its global growth strategy, PURATOS moved to register “PURAVITA” under Classes 29 and 30 which cover a wide range of food products, including grains, processed foods, and bakery goods. While they were in the process of registering their trademark at the Indonesian Trademark Office for trademarks in classes 29 and 30, they discovered that there was an identical trademark in classes 29 and 30 that had already been registered.

Therefore, PURATOS as Plaintiff filed an objection and filed a trademark cancellation lawsuit, which requests that the Court accept and grant all of the Plaintiff’s claims. They requested the panel of judges to declare that

the Plaintiff is the owner and the first registrant of the “PURAVITA” trademark and declare that the Plaintiff’s “PURAVITA” trademark is a Well-Known Trademark.

They also want the court to declare that the “PURAVITA” trademark in the name of the Defendant with Registration No. IDM000877460 Class 29 and IDM000877467 Class 30 as well as trademark with Registration No. IDM001031789 Class 29 and IDM001031730 Class 30 is substantially similar to the Plaintiff’s Well-Known “PURAVITA” trademark; and that the defendant’s trademark application should be considered as having been filed in bad faith, given the prior existence and reputation of PURATOS’ mark.

This case is currently in the early stages of court examination and shall undergo a series of hearings before the Court render their verdict.

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

3. Indonesia Trademark Update: When A Name Is Never Just A Word

Founded in 2017, Meditherapy Co., Ltd. has quickly positioned itself as a notable player in the beauty-tech industry. Based in Seoul, South Korea, the company is a private entity specializing in personal beauty products, skincare, and beauty devices.

Its product range includes facial lifting devices, LED skincare tools, anti-aging creams, and functional cosmetics. Over the years, the company has expanded its distribution beyond South Korea into multiple international markets across Asia and beyond, leveraging e-commerce and cross-

border retail channels to build a loyal customer base. With this global growth strategy, securing trademark protection in emerging markets like Indonesia has become a crucial step.

The dispute begins when Meditherapy Co., Ltd. initiated the process of registering its “Meditherapy” trademark in Indonesia across several classes namely Classes 10, 11, 3, 35, and 5, covering medical devices, skincare products, cosmetics, retail services, and pharmaceuticals. However, during the registration process, the company discovered that a similar “Meditherapy” mark had already been registered by a local business in Class 3, which also relates to cosmetic products.



In response to this, the company immediately took steps to file a lawsuit. In its lawsuit, the Meditherapy Co., Ltd. as the Plaintiff requested the panel of Judges to fully accept and grant all claims submitted by the Plaintiff. They also requested the panel of Judges to declare that the Plaintiff is the sole and exclusive owner entitled by law to use the “Meditherapy” trademark in Indonesia, particularly to distinguish its products from those of other parties.

Further, they also explained that the “Meditherapy” mark should be recognized as an essential part of the company’s corporate identity.

The “Meditherapy” trademark with Registration Number IDM001316936 and Application Date August 20, 2024, in the name of the Defendant in Class 03, is substantially and entirely similar to the plaintiff’s mark, particularly for identical or similar goods.

As the legal process unfolds, the outcome could set an important precedent for how trademark conflicts involving foreign brands are handled in Indonesia. It also serves as a reminder for companies expanding internationally that early and comprehensive trademark registration is not optional, it is essential.

(source: <http://sipp.pn-jakartapusat.go.id/>
<https://meditherapy.co>)

4. Singapore Update: Big Win for ASWINS in Singapore, A Landmark Case for Brand Protection

The Intellectual Property Office of Singapore (IPOS) recently delivered a significant ruling in *Aswins Home Special v Aswins Sweets & Snacks Pte Ltd [2026] SGIPOS 5*. The decision reinforces how established brands can effectively challenge **copycat registrations**—even in the absence of prior trademark protection in the jurisdiction. Despite not holding a registered trademark in Singapore, **Aswins Home Special** successfully blocked a local applicant from registering a near-identical mark. The case serves as a compelling example for FMCG and F&B brands expanding into international markets.

Why ASWINS Succeeded

1. Passing Off (Establishing Goodwill)

Aswins demonstrated substantial goodwill in Singapore through its

exclusive distributor. Evidence included strong sales performance (nearly S\$1M within seven months), shipping records, and marketing materials which proving real market presence despite the lack of formal registration.

2. Bad Faith

The tribunal found the applicant’s conduct commercially unacceptable. Crucially, the applicant failed to justify how it independently chose the name “ASWINS.” This “deafening silence” reinforced the finding of bad faith.

Key Takeaways for Brand Owners

- **Act Early:** File trademark applications before entering or testing new markets.
- **Use Global Systems:** The Madrid Protocol offers efficient multi-country protection.
- **Build an Evidence Trail:** Maintain detailed records of sales, distribution, and marketing activities.
- **Focus on Core Brand Elements:** Adding descriptive terms will not distinguish a mark if the dominant element remains identical.
- **Engage Proactively in Disputes:** Failure to respond to bad-faith allegations can significantly weaken your position.

This decision underscores Singapore’s robust framework for protecting legitimate brand owners. For businesses expanding globally, early trademark protection combined with strong evidentiary support is essential.

(source: *Biro Oktroi Roosseno Singapore*)

5. DGIP: Patent Collaboration with JPO

Patents are no longer merely a form of legal protection, but rather a strategic asset that determines a country's competitiveness. Indonesia recognizes this and is now taking further steps to strengthen international collaboration, including with the Japan Patent Office (JPO).

The Directorate General of Intellectual Property (DGIP) held a bilateral meeting with JPO as part of the 78th ASEAN Working Group on Intellectual Property Cooperation (AWGIPC) on Tuesday, April 7, 2026, in Bali. This meeting is part of efforts to strengthen strategic collaboration in the field of Intellectual Property (IP), particularly patents.



The Director of Cooperation, Empowerment, and Education stated that the meeting focused on strengthening technical cooperation between DGIP and JPO, including human resource capacity building and knowledge exchange regarding the patent examination process. He emphasized that this partnership is crucial for supporting improvements in the quality of IP services in Indonesia.

The DGIP emphasized the importance of enhancing the capacity of patent examiners through training, knowledge exchange, and on-the-job training programs conducted directly in Japan.

This initiative reflects the recognition that the quality of patent examination is a key determinant of a country's credibility within the global IP ecosystem.

Meanwhile, the JPO has demonstrated its commitment in continuing to support Indonesia through various technical cooperation programs, ranging from training to the sharing of best practices in patent management.

One of the key issues raised was how to ensure that patents do not stop at the registration stage. The DGIP emphasized the importance of commercializing inventions so that they can be utilized by industry and generate tangible economic benefits. In other words, patents are no longer viewed as mere administrative documents, but as a bridge between research and the market.

Collaboration with the JPO is seen as a great opportunity to learn best practices in patent commercialization. Currently, patent protection remains a challenge in many developing countries.

On the same occasion, the Director of Patents, Integrated Circuit Layout Design, and Trade Secrets said that the DGIP has declared the year 2026 as the "Year of Patents". He added that Indonesia aims to become an International Searching Authority (ISA).

This status will transform Indonesia's role from that of a mere user to an active contributor within the international patent system. To achieve this goal, cooperation with developed countries such as Japan is essential. The JPO's extensive experience as a world-class patent office serves as an important reference in establishing international standards in Indonesia.

Through strategic partnerships, Indonesia is working to strengthen its position in the knowledge-based global value chain. Synergy among nations serves as the foundation for building a credible international patent ecosystem that aligns with technological advancements and directly impacts economic growth.

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

6. DGIP: Indonesia's Movement Toward Fairer Music Royalties

As digital transformation accelerates, the global music industry faces a long-standing challenge that remains unresolved: ensuring fair royalty distribution for creators. Indonesia is now playing a key role in responding to this challenge.



The Directorate General of Intellectual Property (DGIP) of Indonesia initiated the ASEAN Collective Management Organization (CMO) Forum: Collaborative Strategic Dialogue on Digital Royalties. This forum marks the first event to bring together Collective Management Organizations (CMOs) from across ASEAN. Through a series of international forums held in Bali, the Indonesian government has outlined a new direction for music royalty management that is more transparent, standardized, and equitable.

The development of digital platforms has transformed the way music is produced, distributed, and consumed. However, this surge in consumption has not always been accompanied by an accurate royalty distribution system. The Minister of Law of the Republic of Indonesia highlighted that the high cross-border use of musical works often does not align with the economic rights received by creators.

“This high volume of consumption does not always correlate with accurate royalty distribution,” he said in Bali on Friday, April 10, 2026. The main issues stem from data fragmentation, differences in systems across countries, and metadata inconsistencies, which prevent royalties from being distributed optimally.

At the ASEAN CMO Forum, representatives from various CMOs across the ASEAN region agreed on the Bali Joint Statement. The Bali Joint Statement represents a shared commitment to strengthening the governance of digital royalties in the region. This agreement emphasizes:

- the importance of transparency and accountability in royalty distribution
- system integration and metadata standardization
- regional collaboration to address cross-border challenges
- adaptation to new technologies, including artificial intelligence

This will be the first step towards a fairer and more sustainable royalty ecosystem in ASEAN.

Indonesia's efforts extend beyond the regional level; the country is also promoting the establishment of global standards. The government has proposed a strategic document on the governance of digital

royalties for discussion at international forums such as the World Intellectual Property Organization (WIPO).

The goal is to create a global system capable of protecting creators from “black box royalty” practices, ensuring transparent revenue distribution, and establishing international standards for royalty management.

In this context, Indonesia positions itself not as a direct administrator, but as a regulator ensuring that the system operates fairly. Indonesia has asked WIPO, the International Confederation of Societies of Authors and Composers (CISAC), and the International Federation of the Phonographic Industry (IFPI) to support the development of global standards for the transparent and accountable collection and distribution of music and song royalties.



The Minister of Law explained that Indonesia, which is currently in the process of amending the Copyright Law, is seeking input from organizations representing global CMOs such as CISAC and IFPI.

Indonesia has taken the initiative to promote the drafting of a strategic document titled “Elements for a Possible International Instrument on the Governance of Copyright Royalties in the Digital Environment.” This document will be proposed as a key agenda item at the 48th session of the Standing

Committee on Copyright and Related Rights (SCCR) at the WIPO.

A common thread running through all these initiatives is the importance of collaboration. The challenges surrounding music royalties are cross-border in nature, so they cannot be resolved solely by one country.

The ASEAN Forum serves as a platform for sharing best practices, strengthening institutional capacity, and harmonizing standards across nations. Through this collective approach, it is hoped that no creator will lose their rights due to loopholes in the system. Indonesia’s actions through the ASEAN Forum and global initiatives demonstrate a paradigm shift from a fragmented system toward integrated and transparent governance.

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

7. DGIP: When Intellectual Property Shapes Investment Decisions

Strengthening the protection of Intellectual Property (IP) is the main key in encouraging investment and national economic growth. The Directorate General of Intellectual Property (DGIP) continues to reaffirm its commitment to making IP a strategic instrument that is not only administrative in nature but also holds high economic value and global competitiveness.

This was conveyed during the Roundtable Discussion with Indonesian and Danish Companies in Jakarta on April 13, 2026.

Throughout 2025, Indonesia recorded more than 400,000 IP applications, with a completion rate that exceeded the number of applications. Indonesia also ranks the highest

in the ASEAN region with 249 domestic geographical indications. In terms of law enforcement, the DGIP has issued 885 recommendations to shut down websites and resolved 66 IP disputes as part of its commitment to ongoing protection.

Indonesia is seizing this opportunity by strengthening its strategic partnership with Denmark, a country known for its well-developed and integrated innovation ecosystem. The Danish model emphasizes the strong connection between universities, industry, and government in creating a clear pathway from research to commercialization.



In this approach, IP does not remain merely the result of research but is developed into high-value products ready to compete in the global market. Indonesia itself has begun adopting a similar approach by strengthening Science Techno Parks, business incubators, and industry partnerships to ensure that innovation does not remain confined to the laboratory.

Collaboration between Indonesia and Denmark builds on the strategic partnership that has been developed over the past few years. Its focus includes the exchange of best practices in IP services, human resource capacity building, strengthening the commercialization of innovation, and expanding access to international markets.

The Director General of the Danish Patent and Trademark Office stated that the bilateral

collaboration between Indonesia and Denmark has evolved into a standalone project that will run for the next three years, with a focus on enhancing technical capacity in the areas of patents, industrial designs, trademarks, and enforcement.

In the future, this collaboration will also focus on benchmarking programs, training, and the development of an IP system that meets international standards.

One of the strategic initiatives currently being developed by DGIP is the expansion of digital services, including plans to launch AI-powered super apps. The purpose of this initiative is to make it easier for the public to register, protect, and monetize their IP. This transformation is expected to bridge the gap between innovation and its commercialization in the market.

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

8. “Indonesian Women Artists (IWA) #4: On The Map” Brings 12 Voices to the Global Stage

“The Indonesian Women Artists (IWA) #4: On The Map” exhibition officially opened at the National Gallery of Indonesia, showcasing works by 12 Indonesian women artists across generations. This exhibition of works by women artists using a variety of media is organized by the Ministry of Tourism and Creative Economy through the National Gallery of Indonesia, in collaboration with Cemara6Galeri-Museum.

The holding of Indonesian Women Artist #4 also helps preserve the values of thought and cultural practices passed down by Prof. Toeti Heraty, the former President Director of Biro Oktroi Roosseno.

The exhibition runs from April 9 to June 30, 2026, and explores the themes of Art, Science, Technology, and Culture.



The Chairperson of the Cemara6 Gallery-Museum and Director of Biro Oktroi Roosseno, Inda C. Noerhadi, stated that IWA was designed from the outset as a space for appreciating women’s visual art practices in Indonesia. According to her, there will be both youth and senior categories.

“Intergenerational collaboration is what sets the 4th IWA apart. In addition to the exhibition, these works will also be discussed in public forums,” she said.

The theme “On The Map” comes from the mapping of the cultural and historical heritage of women across the Indonesian archipelago. It ranges from Queen Kalinyamat to traditional artworks and cultural practices passed down through generations, all of which are associated with women.

Through the concept of Situated Knowledge, the works emerge from the artists’ personal experiences and circumstances. They explore their senses, memories, and knowledge, which are then reflected in their experiences of their relationship with the surrounding nature and culture. The resulting works can be interpreted as statements about the body, nature, environment, and culture they experience.

In addition to works by the 12 artists, the IWA#4 Exhibition also features works by more senior female artists and those who have passed away, further highlighting the presence of Indonesian women artists in the history of Indonesian visual art. Their works are displayed in the wing of Building A. The exhibition was opened by the Deputy Minister of Women’s Empowerment and Child Protection.



This exhibition also marks the end of the IWA series before the Women's Biennale or Triennale, which is scheduled to take place in 2027, coinciding with the 500th anniversary of the City of Jakarta. Inda C. Noerhadi explained that the IWA#4 Exhibition marks the conclusion of the IWA series. "In the future, the IWA series will be expanded into a biennial or triennial exhibition of works by female artists", she said.

(source: Biro Oktroi Roosseno Indonesia)



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