

TABLE OF CONTENTS

ENDORSEMENT PAGE	i
APPROVAL PAGE	ii
STATEMENT OF AUTHENTICITY	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	vii
ABSTRACT	x
<i>INTISARI</i>	xi
CHAPTER I: INTRODUCTION	1
A. Underlying Background	1
B. Research Questions	10
C. Purpose of Study	10
D. Originality of Study	11
CHAPTER II: THEORITICAL REVIEW	13
A. Overview of Trademark Law	13
1. Definition of Intellectual Property	13
2. Overview of The Concept of Legal Protection of Intellectual Property	14
a. Definition of Trademark	15
b. Definition of Trademark Infringement	16
c. Definition of Trade Dress	18
d. Trade Dress Rights vs Trademark Rights	19
e. Trade Dress Rights vs Industrial Design	21
B. Overview on Indonesia Trademark Law	21
C. Overview on the United States Trademark Law	25
1. Inherent Distinctiveness	30
2. Secondary Meaning	30
3. Non-Functionality	33
CHAPTER III: RESEARCH METHODOLOGY	38

A. Research Format	38
B. Sources of Data	39
C. Data Collection Method	40
D. Data Analysis	40
CHAPTER IV: RESEARCH RESULT AND ANALYSIS	41
A. The Current Indonesian Trademark Law regarding Trade Dress	41
1. The Three-Dimensional Mark Stipulated under Indonesian Trademark Law and Its Relation with Trade Dress	41
a. Based on Indonesia Law and Regulations	41
b. Based on International Conventions and Guidelines Applicable to Indonesia	44
i. ASEAN Common Guidelines for the Substantive Examination of Trademarks	44
ii. Paris Convention	48
iii. World Intellectual Property Organization (WIPO) Convention	49
iv. World Trade Organization (WTO) Trade-Related Aspects of Agreement (TRIPs Agreement)	50
c. Based on Indonesian Court Decision	51
i. Indonesia Court Decision refers to the Paris Convention as basis to adjudge the case	51
1. Case Position	52
2. Commercial Court Decision	52
3. Supreme Court Ruling	53
4. Analysis of the Case	53
ii. Indonesia Court Decision Pursuant to Article 1365 Civil Code	54
1. Case Position	54
2. District Court Ruling	55
3. Analysis of The Case	56
2. Potential Problem May Arise Due to Current Indonesia Legal Framework to Trade Dress and Proposal on How to Regulate Trade Dress in Indonesia	56

A.	Analysis on the Current United States of America Trademark Law	60
1.	Analysis in United States of American Trade Dress Protection	60
a.	Inherently Distinctive	62
b.	Secondary Meaning	65
c.	Non-Functionality	67
d.	There Must be Confusion for the Customer	68
2.	Problems of US Legal Framework with Regards to Trade Dress	69
a.	Factors that May Impede the Implementation and Development of Trade Dress	77
b.	How Indonesia May Govern the Provisions of Trade Dress	79
	CHAPTER V: CLOSURE	82
A.	Conclusion	82
B.	Recommendation	85
	BIBLIOGRAPHY	87