

PROTECTION OF EXCLUSIVE RIGHTS OF “STANDARD” PEN BRAND HOLDERS AGAINST THE CIRCULATION OF COUNTERFEIT PRODUCTS

Mu’ammam Ilyas

Fakultas Hukum Universitas Lampung

ilyas.muammar@gmail.com

Abstract

Protection of the exclusive rights of the "Standard" pen brand holders is crucial in dealing with the rampant circulation of counterfeit products that are detrimental to brand holders and consumers. This study aims to analyze the regulations governing brand protection in Indonesia, including Law Number 20 of 2016 concerning Brands and Geographical Indications. This study also examines the Decision of the West Jakarta District Court Number 1618/Pid.Sus/2020/PN Jkt.Brt, which ruled that the evidence in the form of a "Standard" brand pen be returned to PT Standardpen Industries as the legitimate owner of the brand. The decision confirms legal protection for brand holders and strict action against counterfeiters. In addition, the role of the Directorate General of Customs and Excise in supervising and confiscating imported products that violate brand rights is also discussed, including the implementation of the Regulation of the Minister of Trade Number 28 of 2021 concerning Supervision of Imported Goods. The results of this study confirm that strict legal protection and strict supervision by relevant authorities are key to protecting brand holders from economic and reputational losses.

Keywords: *Intellectual Property Rights, Counterfeit Products, Protection of Exclusive Rights.*

A. INTRODUCTION

Protection of intellectual property rights (IPR) in Indonesia is a strategic issue in facing global challenges, especially in the trade and creative industry sectors. One form of IPR protection that is a major concern is trademark protection. Brands play an important role as a product identity that distinguishes it from other products on the market. In this context, the Standard pen brand is one of the well-known brands in Indonesia. However, the circulation of counterfeit products using the Standard brand without permission from the brand owner has caused economic and reputational losses for brand holders. This phenomenon raises concerns because counterfeit products not only reduce product quality in the eyes of consumers, but can also reduce market confidence in original products. Therefore, strengthening brand protection through legal instruments is very important to ensure that the exclusive rights of brand holders can be optimally protected.¹

Regulations about brand protection in Indonesia have been regulated in Law Number 20 of 2016 concerning Brands and Geographical Indications. In this law, brands are recognized as intellectual assets that have economic and social value for their owners. Article 83 of the Law on Brands and Geographical Indications states that registered brand owners have the right to file civil lawsuits against parties who use brands without permission or counterfeit brands. In addition, violations of brand rights can also be subject to criminal sanctions as regulated in Article 100 which includes the threat of imprisonment and fines for perpetrators of brand counterfeiting. This regulation shows that brand protection has a strong legal basis to take action against the circulation of counterfeit products. However, the implementation of this regulation faces challenges in effective supervision and law enforcement.

The role of the Directorate General of Customs and Excise in brand protection also cannot be ignored. Supervision and action against imported goods that violate brand rights are part of the

¹ Sulastris, Satino, & W., Y. Y. (2021). "Legal Protection of Trademarks (Review of the Tupperware Versus Tulipware Trademarks)." *Jurnal Yuridis*, 5(1), 160–172 pp 165.

responsibility of Customs in accordance with the Regulation of the Minister of Trade Number 28 of 2021 concerning Supervision of Imported Goods. In this regulation, Customs has the authority to supervise, confiscate, and destroy imported goods suspected of violating intellectual property rights.² Customs can also work with brand owners to file complaints and investigate alleged violations of brand rights. This supervisory mechanism is an important instrument in preventing the circulation of counterfeit products in the domestic market.

The counterfeiting case of the Standard pen brand has become a concern in law enforcement in Indonesia. One prominent case is the Decision of the West Jakarta District Court Number 1618/Pid.Sus/2020/PN Jkt.Brt, where the court decided that the evidence in the form of a pen with the brand "Standard" be returned to PT Standardpen Industries as the legitimate owner of the brand. This decision shows that the court recognizes the exclusive rights of the brand holder and confirms sanctions against the perpetrators of counterfeiting. In the decision, the court considered that the defendant had violated the provisions of the Trademark and Geographical Indications Law, so he was sentenced to criminal penalties. This decision strengthens the legal position of brand holders in dealing with the circulation of counterfeit products in Indonesia.³

This research attempts to fill the gap in previous studies by providing an in-depth analysis of trademark protection in the Standard pen case and the effectiveness of supervision conducted by Customs. Previous studies tend to focus on the normative aspects of trademark protection, but not many have discussed the role of supervision in the field, including the obstacles and challenges faced by Customs in prosecuting imported products that violate trademark rights. By combining normative and empirical analysis, this study is

² Siti Marwiyah. (2022). *Tax and Customs Law in Indonesia*. Jakarta: Jayabaya University Press, pp 120

³ Siti Marwiyah. (2016). "Legal Protection of Famous Trademarks." *De Lega Lata: Journal of Legal Studies*, 1(1), 1–15, pp 10-12.

expected to provide a new perspective on a more effective and comprehensive trademark protection strategy.⁴

The research method used in this study is the juridical-normative method with a case and legislation approach. The juridical-normative approach is used to analyze the applicable legal provisions related to brand protection in Indonesia, while the case approach is used to examine court decisions related to violations of the Standard pen brand. Research data were obtained through literature studies and analysis of court documents related to this case. This study also uses interviews with policy makers at Customs and Excise to obtain an overview of the implementation of supervision in the field.⁵

The novelty in this study lies in the combination of regulatory analysis and court decisions with the role of Customs supervision in trademark protection cases. This study offers a significant contribution in strengthening brand protection strategies through synergy between legal instruments and supervisory mechanisms in the field. The results of this study are expected to be the basis for improving policies and practices of supervision of trademark violations in Indonesia. Therefore, the problems that will be studied in this study include, how the regulations apply to trademark protection in Indonesia and the effectiveness of the role of Customs in supervising the circulation of counterfeit products; and how the impact of court decisions in strengthening legal protection for Standard pen brand holders.

B. RESULTS AND DISCUSSION

1. Analysis of Regulation and Legal Protection for Trademark Holders in Cases of Counterfeit Product Distribution

Trademark protection in Indonesia is an important element in maintaining the economic interests and integrity of products in the market. Law Number 20 of 2016 concerning Trademarks and

⁴ Dwi Seno Wijanarko & Slamet Pribadi. (2021). "Preventive Legal Protection of Trademarks in Indonesia Based on Law Number 20 of 2016 concerning Trademarks and Geographical Indications." *Jurnal Logika*, 22(1), 45–60, pp 50-55.

⁵ *ibid*

Geographical Indications (Trademark Law) is the main legal basis for providing protection for legitimate trademark holders. In this provision, trademark holders have exclusive rights to use their trademarks in trading activities for goods and/or services. This protection includes preventing unauthorized use of trademarks and the circulation of counterfeit products that use trademarks without permission.⁶ The circulation of counterfeit products can cause significant economic losses for trademark owners and create legal uncertainty in the market. Therefore, clear regulations and effective law enforcement are key to protecting the rights of trademark holders in Indonesia.

The Trademark Law provides a legal basis for trademark owners to file civil or criminal lawsuits against trademark infringement. Article 100 of the Trademark Law stipulates that anyone who without the right uses a trademark that is similar in principle or in its entirety to a registered trademark owned by another party may be subject to criminal sanctions. The criminal penalties stipulated in the provisions include a maximum imprisonment of five years and/or a maximum fine of IDR 2 billion. This provision aims to provide a deterrent effect to violators and protect the interests of legitimate trademark owners. In addition, the provisions regarding trademark infringement in the Trademark Law also provide space for trademark owners to request compensation through a civil mechanism.⁷ Thus, trademark holders have a strong legal instrument to protect their exclusive rights.

The West Jakarta District Court Decision Number 1618/Pid.Sus/2020/PN Jkt.Brt is an important precedent in enforcing legal protection for trademark holders. In the decision, the panel of judges decided that the defendant was legally and convincingly proven to have committed trademark infringement by trading fake

⁶ Nashir, M. Anwar. "Legal Protection for the Community Against the Circulation of Counterfeit Goods." *Progressive Law Journal* 11, no. 1 (2023), pp 33.

⁷ Lubis, Chairunisa. "Legal Protection Against Counterfeiting of Famous Foreign Trademarks Reviewed from Law Number 20 of 2016 concerning Trademarks and Geographical Indications (Case Study of Palangkaraya Market Medan)." *Journal of the University of North Sumatra*, 2020, pp 67

Standard brand pens. The evidence in the form of fake pens was then returned to PT Standardpen Industries as the legitimate owner of the brand. This decision shows that the court has provided real legal protection for trademark holders in dealing with cases of counterfeit product circulation. The return of evidence to the trademark owner also confirms that the exclusive rights of the trademark holder are still recognized and protected by law. Therefore, this decision can be used as a basis for strengthening trademark protection in Indonesia.

In addition to the provisions in the Trademark Law, the role of Customs in supervising the circulation of imported products that violate trademark rights is also regulated in the Regulation of the Minister of Trade Number 28 of 2021 concerning Supervision of Imported Goods. Customs has the authority to supervise goods entering Indonesian territory to ensure that the goods do not violate legal provisions, including trademark violations. In the case of the circulation of counterfeit Standard brand pens, the role of Customs is crucial in preventing the entry of counterfeit goods from abroad into the domestic market.⁸ Strict supervision and close cooperation between brand owners and Customs are important factors in suppressing the circulation of counterfeit products. Therefore, strengthening supervision and enforcement in the customs sector is an important instrument in brand protection.

The circulation of counterfeit Standard brand products reflects gaps in supervision and law enforcement in the trade sector. This case shows that trademark infringers can still take advantage of weak supervision at the import entry point to bring counterfeit products into Indonesia. On the other hand, the legal process taken in this case proves that trademark holders have effective legal instruments to protect their exclusive rights.⁹ The court decision ordering the return of evidence to the trademark owner shows that legal protection for trademark holders has been carried out in accordance with the

⁸ Kasih, Paulina. "Legal Protection for the Community Against the Circulation of Counterfeit Goods." *Jurnal Hukum Progresif* 11, no. 1 (2023), pp 51.

⁹ Rosidawati, R. "Protection of Rights against the Entry of Counterfeit and Imitated Goods Linked to Consumer Protection." *Journal of Law* 15, no. 2 (2013), pp 28-30.

provisions of the Trademark Law. However, strengthening the supervision aspect in the customs sector is still needed to close the gap in the circulation of counterfeit products.¹⁰

Case analysis in Decision Number 1618/Pid.Sus/2020/PN Jkt.Brt shows that brand owners have the legal right to sue brand infringers through criminal and civil channels. In this case, the court has issued a decision that protects the exclusive rights of brand holders and returns evidence to the rightful owner. Law enforcement in this case is a positive example in providing legal certainty for brand owners in Indonesia. However, efforts to strengthen supervision and enforcement in the customs sector remain a challenge that needs to be resolved to prevent the circulation of counterfeit products in the future. Therefore, cooperation between brand owners and law enforcement agencies is a key factor in strengthening legal protection for brands.¹¹

The application of criminal sanctions in cases of trademark infringement is expected to provide a deterrent effect for violators. However, uncertainty in the legal process and weak supervision in the trade sector are major obstacles to trademark protection. In the case of the Standard brand pen, the court has given a fair verdict and protected the rights of the trademark owner. However, strengthening the aspects of supervision and enforcement in the customs sector is still an urgent need. Therefore, revising the policy on supervision and control of imported products is a strategic step in strengthening legal protection for trademark holders.¹²

In the context of international law, trademark protection is also regulated in the TRIPS (Trade-Related Aspects of Intellectual Property Rights) Agreement which has been ratified by Indonesia

¹⁰ Wijayanti, Asri. *Post-Reformation Employment Law*. Jakarta: Sinar Grafika, 2009, pp 19.

¹¹ Prihantoro, Kuku Enjang. "Legal Protection for Trademark Holders Against the Circulation of Unlicensed Counterfeit Goods in Indonesia." Thesis, University of Jember, 2021, pp 48-49.

¹² Sutedi, Adrian. *Product Liability in Consumer Protection Law*. Jakarta: Ghalia Indonesia, 2008, pp 44

through Law Number 7 of 1994 concerning the Ratification of the Agreement Establishing the World Trade Organization (WTO). The provisions in TRIPS require member countries to provide effective legal protection for trademarks and prohibit the circulation of counterfeit products that violate trademark rights. Therefore, Indonesia has an international legal obligation to provide adequate legal protection for trademark owners. The implementation of TRIPS provisions in national law is the basis for strengthening trademark protection in Indonesia.

With the court ruling protecting brand owners, the effectiveness of law enforcement in cases of brand infringement is increasingly visible. Strengthening supervision by Customs and Excise and the implementation of strict criminal sanctions are the main factors in creating legal certainty for brand holders. Therefore, cooperation between law enforcement agencies, Customs and Excise, and brand owners is key to strengthening legal protection for brand holders. Thus, this effort is expected to suppress the circulation of counterfeit products and create a healthy trade climate in Indonesia.

2. The Role of the Directorate General of Customs and Excise in Supervising and Enforcing Counterfeit Products that Violate Trademark Rights

The Directorate General of Customs and Excise (DJBC) has a strategic role in supervising and taking action against the circulation of counterfeit products that violate trademark rights in Indonesia. This supervision is regulated in Law Number 10 of 1995 concerning Customs as amended by Law Number 17 of 2006. Based on this regulation, DJBC has the authority to prevent, take action, and confiscate goods suspected of violating intellectual property rights, including trademark rights.¹³ This role is further strengthened through the Regulation of the Minister of Finance Number 40/PMK.04/2018 concerning Procedures for Registration, Security, and Prevention in the Field of Intellectual Property which provides a

¹³ Robby Fahmi Simbolon, "The Authority of the Directorate General of Customs and Excise in Supervision and Enforcement of Intellectual Property Rights Violations," *Jurnal Hukum* 3, no. 2 (2021), pp 78.

legal basis for DJBC to act to protect the interests of brand owners. This supervision mechanism allows DJBC to stop the circulation of counterfeit goods from the port or point of entry of goods into Indonesian territory.

Supervision carried out by DJBC includes physical and document inspections of imported and exported goods. This inspection aims to ensure that goods entering or leaving Indonesia do not violate applicable laws regarding intellectual property rights. If indications of trademark violations are found, DJBC has the authority to temporarily detain the goods. This detention provides an opportunity for the brand owner to file an objection or further proof regarding the authenticity of the product.¹⁴ In this process, DJBC works with the brand holder and related parties to conduct further verification and investigation. This process aims to ensure that the goods being detained actually violate trademark rights before further legal action is taken.¹⁵

In the case of Decision Number 1618/Pid.Sus/2020/PN Jkt.Brt, the return of evidence in the form of a "Standard" brand pen to PT Standardpen Industries reflects the role of the Directorate General of Customs and Excise in supervising goods entering Indonesian territory. In this case, the Directorate General of Customs and Excise took action after receiving information regarding alleged counterfeiting of products that violated trademark rights. The supervision process carried out by the Directorate General of Customs and Excise showed effectiveness in detecting and handling counterfeit products before they circulated in the market. This process proves that supervision by the Directorate General of Customs and Excise has a direct impact on the protection of trademark rights in Indonesia. This action also provides a deterrent

¹⁴ Neni Sri Imaniyati, *Intellectual Property Law: Intellectual Property, Intellectual Property Rights, Copyright, Patents, and Trademarks* (Jakarta: Prenada Media, 2024), pp 164-167.

¹⁵ M. Hawin and Budi Agus Riswandi, *Important Issues of Intellectual Property Rights in Indonesia* (Yogyakarta: Gadjah Mada University Press, 2020), pp 223.

effect on perpetrators who try to trade counterfeit goods in the domestic market.¹⁶

Provisions related to the supervision of trademark rights in the field of customs are regulated in the Regulation of the Minister of Finance Number 40/PMK.04/2018. This regulation provides a legal basis for DJBC to register intellectual property by rights owners and to secure and take action if violations are found. Registration of trademark rights at DJBC allows DJBC to have a database that can be used in the process of monitoring and inspecting goods entering Indonesia. Thus, supervision carried out by DJBC becomes more effective because it is based on accurate and verified data.

In addition to monitoring imported goods, DJBC also has the authority to secure goods to be exported. This aims to prevent the circulation of counterfeit goods that can harm the reputation of original products in the international market. This action is in line with the provisions of Government Regulation Number 14 of 2015 concerning Types and Tariffs for Types of Non-Tax State Revenue Applicable to DJBC. In this regulation, DJBC has a legal basis to take administrative action, including the detention and confiscation of counterfeit goods that violate trademark rights.¹⁷

In the context of enforcement, DJBC has the authority to confiscate goods that violate trademark rights after going through a verification and investigation process. This confiscation is regulated in Article 54 of Law Number 17 of 2006 which gives DJBC the authority to take legal action against perpetrators of violations. This confiscation aims to prevent the circulation of counterfeit products in the market and provide legal protection to trademark holders. After the confiscation process, goods proven to violate trademark rights can be destroyed or auctioned in accordance with applicable provisions.

The action taken by DJBC in the case of counterfeiting "Standard" brand pens reflects the effective application of law in

¹⁶ Dina Susiani, *Intellectual Property Rights Law* (Surabaya: UTS Press, 2018), pp 75.

¹⁷ Rendi Yunus, "Legal Protection for Domestic Products," *Indonesian Law Journal* 5, no. 1 (2020), pp 30.

protecting trademark rights.¹⁸ This process shows that DJBC does not only act in the administrative scope but also coordinates with other law enforcement officers to carry out further legal processes.¹⁹ This action shows the synergy between DJBC, the police, and the prosecutor's office in prosecuting trademark violations in Indonesia. With this cooperation, the action process becomes more comprehensive and effective in suppressing the circulation of counterfeit products.²⁰

From an international legal perspective, the role of DJBC in supervising and prosecuting counterfeit goods is also related to the provisions of the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS). Indonesia as a member of the WTO has an obligation to adjust domestic regulations to these international provisions. Article 51 of TRIPS authorizes customs authorities to temporarily detain goods suspected of violating intellectual property rights. This provision is the basis for DJBC to take preventive measures in supervising and prosecuting counterfeit products at the border.

The effectiveness of supervision and enforcement by DJBC in cases of brand counterfeiting also depends on cooperation with brand owners. Registration of brand rights at DJBC allows brand owners to obtain more optimal protection. In the case of the Standard brand pen, the return of evidence to the brand owner reflects the effectiveness of this protection mechanism.²¹ With this cooperation, DJBC has accurate data on registered brand rights so that the supervision and enforcement process becomes more focused and effective.²²

¹⁸ Andi Yulianti, "Customs Supervision of Intellectual Property Rights on Imported Goods," *Jurnal Karya Sains* 1, no. 2 (2020), pp 39-40

¹⁹ Robby Fahmi Simbolon, "Legal Protection for Imported Goods Brands," *Jurnal Karya Sains* 2, no. 1 (2021): pp 45.

²⁰ Hafiz Alghifari, "Legal Protection of Intellectual Property Rights," *Qistie: Journal of Legal Studies* 10, no. 2 (2022), pp 36.

²¹ T. Lindsey, *Intellectual Property Rights: An Introduction* (Bandung: Alumni, 2006), pp 120.

²² Andi Yulianti, "Customs Supervision of Intellectual Property Rights on Imported Goods," *Jurnal Karya Sains* 1, no. 2 (2020), pp 23.

The role of DJBC in supervising and taking action against counterfeit products that violate 3,254 trademark rights has a significant impact on creating a healthy business climate and protecting consumer interests.²³ Strict supervision of imported and exported goods allows DJBC to prevent the circulation of counterfeit goods from the point of entry into Indonesia. The action taken by DJBC in the case of counterfeiting Standard brand pens is clear evidence that this supervision and action mechanism has been running well and effectively in protecting trademark rights.²⁴

Thus, the role of DJBC in supervising and taking action against counterfeit products that violate trademark rights reflects effective law enforcement and optimal trademark protection. DJBC's success in carrying out this supervision and action not only protects the interests of trademark holders but also creates legal certainty for business actors and consumers. This mechanism also has a positive impact on investor confidence and Indonesia's image in the international trade arena.

C. CONCLUSION

Based on the analysis of regulations and court decisions related to the protection of the Standard pen brand, it can be concluded that legal protection for brand holders has been expressly regulated in Law Number 20 of 2016 concerning Brands and Geographical Indications. Decision Number 1618/Pid.Sus/2020/PN Jkt.Brt shows that the court recognized the exclusive rights of brand holders and ordered the return of evidence to PT Standardpen Industries as the legitimate owner of the brand. The role of the Directorate General of Customs and Excise in supervising and taking action against trademark violations is very important to prevent the circulation of counterfeit goods in Indonesia. Customs has the authority to prevent and take action against imported goods that are suspected of violating trademark rights based on the Regulation of the Minister of Finance

²³ Dian Arta, "Law Enforcement Against Trademark Violations," *Jurnal Rechtsvinding* 3, no. 1 (2014), pp. 14-16.

²⁴ Rongiyati, S., "Intellectual Property Rights over Traditional Knowledge," *Rule of Law: Building Law for Justice and Welfare* 2, no. 2 (2022) pp 213-238.

Number 40/PMK.04/2018. However, coordination between brand rights holders and law enforcement needs to be improved in the context of reporting/complaining about the brand in question, and the lack of legal awareness in the community has caused the circulation of counterfeit products to continue. Therefore, strengthening coordination between parties and socializing intellectual property law to the public needs to be a priority in efforts to protect trademark rights.

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