

AKIBAT HUKUM PEMBATALAN MEREK TERHADAP PERJANJIAN
WARALABA

SOVRIANTO, SILVIA

Pembimbing : Prof. Dr. Agus Yudha Hernoko, S.H., MH.

TRADE MARKS-LAW AND LEGISLATION

KKB KK-2 TMK 173 / 10 Sov a

Copyright: @ 2010 by Airlangga University Library Surabaya

ABSTRACT

In the bussiness of the world can not cut from the competitors bussiness, whice to make the owner bussines to increase and develop the business which operated or to have it. On of the methode which interested currently are business franchises. Especially in Indonesia franchise did not strange, law as farm world business are be able to become the sign to use the protect the owner business although give the right law. One of the interesting to see is about brand to become object from franchise covenant. The brand as covenant object it might be can be cancelled in one day by third person (the brand choosen which the fact legal), in the other hand, can bring the cause of law to franchise covenant has been make it too, can bring the cause about the receiver of franchise can be happend decrease not to little. For this case the suggestion in tesis writer are to analisis the cancelled brand law with based on the rule in BW (Burgerlijk Wetbook), PP.No. 42 tahun 2007 year with franchise and the operation of the rule and UU. No.15 Tahun 2001 with brand from the discussion explanation and analysis can be conclusion that the cancelled brand law by third people to covenant franchise can be caused the covenant become did not have object to give the covenant law concequen become cancelled for law (nietig) and become the covenant never there have been before in rule Pasal 1333 BW. The franchise recewer have the good attitude to give the protect of law to continue the franchise covenant until the end in the covenant term as in the rule in Pasal 48 UU the brand which have the special rule which make about the brand cancelled by third people.

Otherwise, i hope the tesis can be useful and add the knowledge and wide the scrence of world business, especially business franchise.

Key words : - bussiness franchise;- Franchise agreement;- good attitude
- the brand cancelled; - the protect of law

