ABSTRACT

This research conducted due two problems, can licensee wellknown trademark support the competition? and the dispute problems between licensor and licensee. Basically, the license agreement not only give benefit to the licensor, but also to the licensee. The licensor will take royalty from the licensee, and the licensee take the goodwill of wellknown trade mark. Its very usefull to get the consumer. Without advertising, the licensee get much consumers easily. On the other hand, the license agreement, give much benefit to the consumers. The consumers have many choice to buy the goods or services. Its can reduce the price. When the price is decrease, it can support the competition. The problems between the licensor and the licensee can bring to the court or alternative dispute resolution (ADR).

Key words: licensor, licensee, wellknown trade mark, competition.
ABSTRAK


Kata kunci : pemberi lisensi, penerima lisensi, merek terkenal, persaingan.