

Abstract

Application Principle of novelty on study case "Honda Motor and Motor Garuda" which is the requirement registration of industrial designs at UU 31/2000 on Industrial Designs. Protection of Industrial Design, based on the Publising of a certificate by the the Directorate General of Intellectual Property Rights (DGIP). The principle of novelty in the study case as Article 2 paragraph (1), (2) and (3) are applied in the registration of industrial designs which refers to Article 25 (1) of TRIPs has been adapted to the application of national law. It is intended to provide protection for small industry and handicraft products as well as turn on UMKM in Indonesia

Key Word: *protection designs industry, Novelty*