

**ABSTRACT**

*Problems passing off is a problem that occurs on the brand famous brand which mainly occurs a pemboncengan so would be detrimental to the reputation of the manufacturer who already has a good reputation and to consumers who have been harmed , so we can relate well to the consumer protection where consumers have been harmed in act of passing off or pemboncengan this reputation . In connection with the matters described above , the authors are interested in choosing the title " legal protection of the consumer as a result of the action of passing off " . With the formulation of the problem ; How setting passing off in the Indonesian legal system brand ; How efforts to provide legal protection to consumers as a result of the action of passing off . This research is a normative study of the analysis is concluded ; Passing off is a common law one institution to protect the brand that has not been registered . Some have argued that one of the manifestations of passing off in Indonesia is Article 6, paragraph ( 1 ) letter b of Law No. . 15 of 2001 regarding Mark ( Trademark Law ) Rules and Regulations in Indonesia has actually provides protection to both the brand and the brand registered trademark is not registered , but in practice there are still many shortcomings of understanding of the relevant agencies which handle cases mainly brand famous brand . Legal protection of the rights holders registered trademarks of anti-competitive practices can be given protection at the time of registration of the mark , as well as the protection of socialization so that awareness for a foul on the registered mark can be reduced ( preventive protection ) . It also can provide protection in the form of a civil lawsuit filed at the Commercial Court to claim damages both material and immaterial . And those who commit acts of violation of a registered mark can be required to be convicted of criminal suit set forth in Trademark Law ( protection repressive ) .*

**Keyword : ( Against Consumer Protection Law , Passing Off , Brand )**