

## **Trademark Transformation in Indonesia**

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Trademark transformation is a procedure within the Madrid Protocol system that allows international trademark owners to convert their international trademark registrations into national applications in member countries if their base national trademarks are rejected, withdrawn, or cancelled. Previously, technical challenges in Indonesia prevented this process from being implemented.

The inability to transform international trademark registrations into national applications created hurdles for international trademark owners in Indonesia, limiting their ability to maintain protection if their base national trademarks were rejected, withdrawn, or cancelled. However, the Directorate General of Intellectual Property (DGIP) has recently resolved these issues and is now ready to facilitate trademark transformation.

This development aligns Indonesia's trademark practices more closely with international standards, offering greater flexibility and protection to businesses using the Madrid Protocol system. Now, international trademark owners can transform their international trademark registrations into national applications, ensuring they maintain protection within Indonesia, even if their base national trademarks face issues.

Should you wish to explore this matter further, including specific requirements, please do not hesitate to reach out to us.