

UPNVJ Faculty of Law Educates MSMEs on IPR Trademark Registration: Strategies to Protect Business Identity in Online Marketing

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UPNVJ Public Relations - The Faculty of Law, Veteran National Development University Jakarta (UPNVJ) held an intellectual property rights (IPR) education seminar for micro, small, and medium enterprises (MSMEs) at the Law Hall of the UPNVJ Faculty of Law. Led by student speakers Rival Mahesa and Muhammad Afif, the event assisted the Blue Board MSME, a fingerboard toy manufacturer, in the official trademark registration process. The seminar, attended by 18 participants, emphasized the urgency of trademark registration to prevent losses due to business identity imitation, especially amidst the rise of digital marketing which increases the risk of legal summons.

This seminar is part of an IPR education program initiated by Group 3 of UPNVJ Faculty of Law students. Muhammad Afif explained that Indonesia adheres to a first-to-file system in accordance with Law Number 20 of 2016 concerning Trademarks and Geographical Indications, where trademark rights are only obtained through official registration at the Directorate General of Intellectual Property (DJKI). "Whoever registers a trademark first is the rightful owner," said Afif, adding that not registering a trademark has the potential for significant losses such as changing business names or lawsuits. Data from the Ministry of Law and Human Rights recorded 29,773 trademark registrations in the first quarter of 2025, indicating an increase in MSME awareness of legal protection.

Rival Mahesa guided a registration simulation through the merek.dgip.go.id website, starting from checking brand availability in the Intellectual Property Database (PDKI), selecting a class of goods/services, to uploading documents such as NIB, NPWP, and MSME certificates for special rates. Participants actively

asked about the brand objection process and the 10-year renewable protection duration. Blue Board representatives stated that this assistance helped prepare for their registration in the near future, reducing the risk of imitation in the digital market. This activity highlighted the increase in MSME brand registrations of up to 18.5 percent on an annual basis in the last decade, according to the Ministry of Law and Human Rights.

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