



MINISTRY OF LAW AND HUMAN RIGHTS
REPUBLIC OF INDONESIA

DGIP's TOMORROW:

**Initiative to build Information Technology and
provide useful IP Information for ensuring
prompt and appropriate protection and utilization of IP**

DIRECTORATE GENERAL OF INTELLECTUAL PROPERTY RIGHTS

DR. FREDDY HARRIS, LL.M., ACCS

DIRECTOR GENERAL

DGIP AT A GLANCE

DIRECTORATE GENERAL OF INTELLECTUAL PROPERTY RIGHTS



Under Ministry of Law
and Human Rights



554 employees



Revenue
\$35.000.000



www.dgip.go.id



Jl. HR Rasuna Said
Kav 8, Jakarta
Indonesia



THE PURPOSE OF USING IT

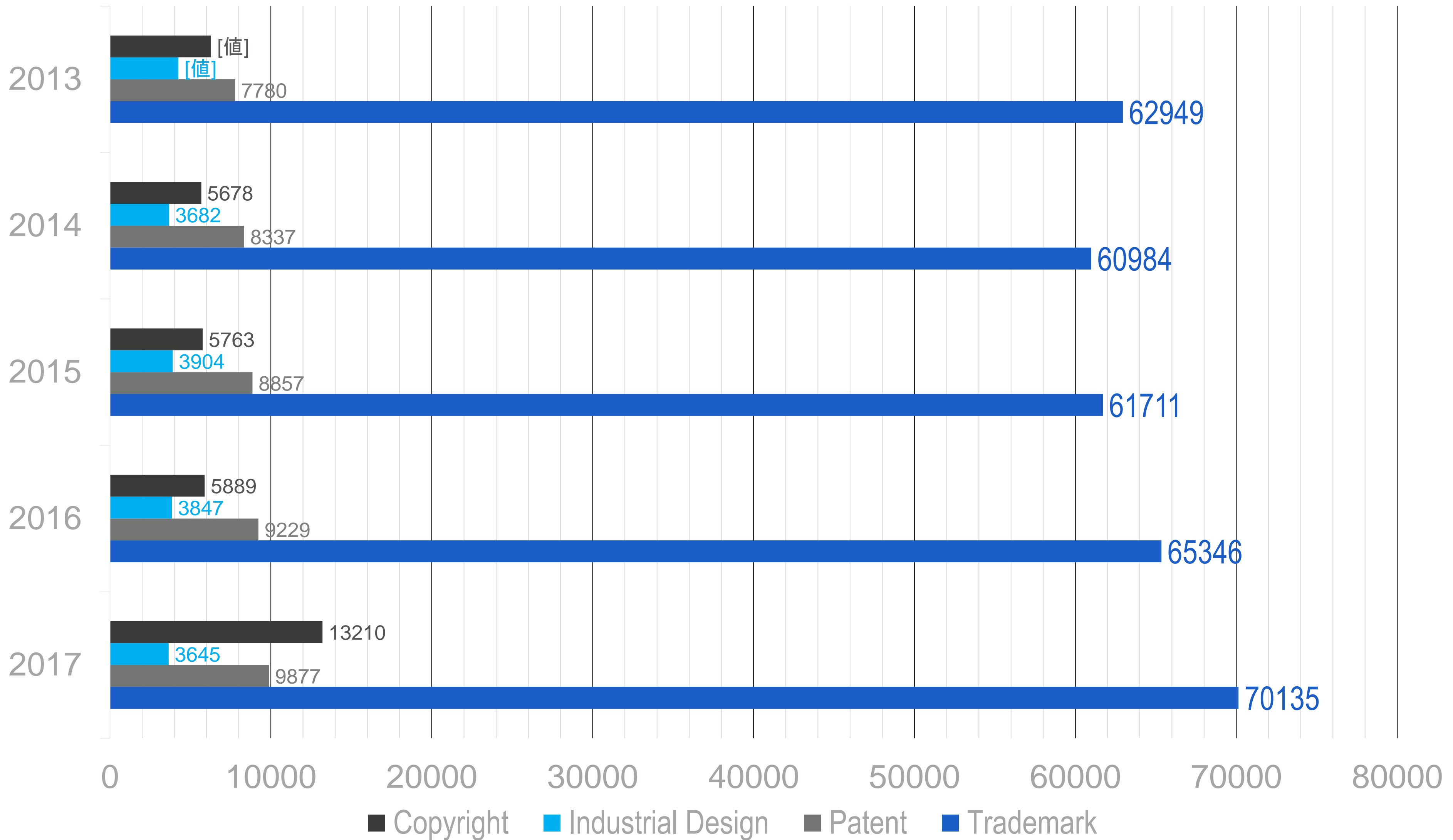
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- Efficiency
 - Time
 - Money
- Effectivity
 - Work
 - Aim
- No boundaris of distance end Time



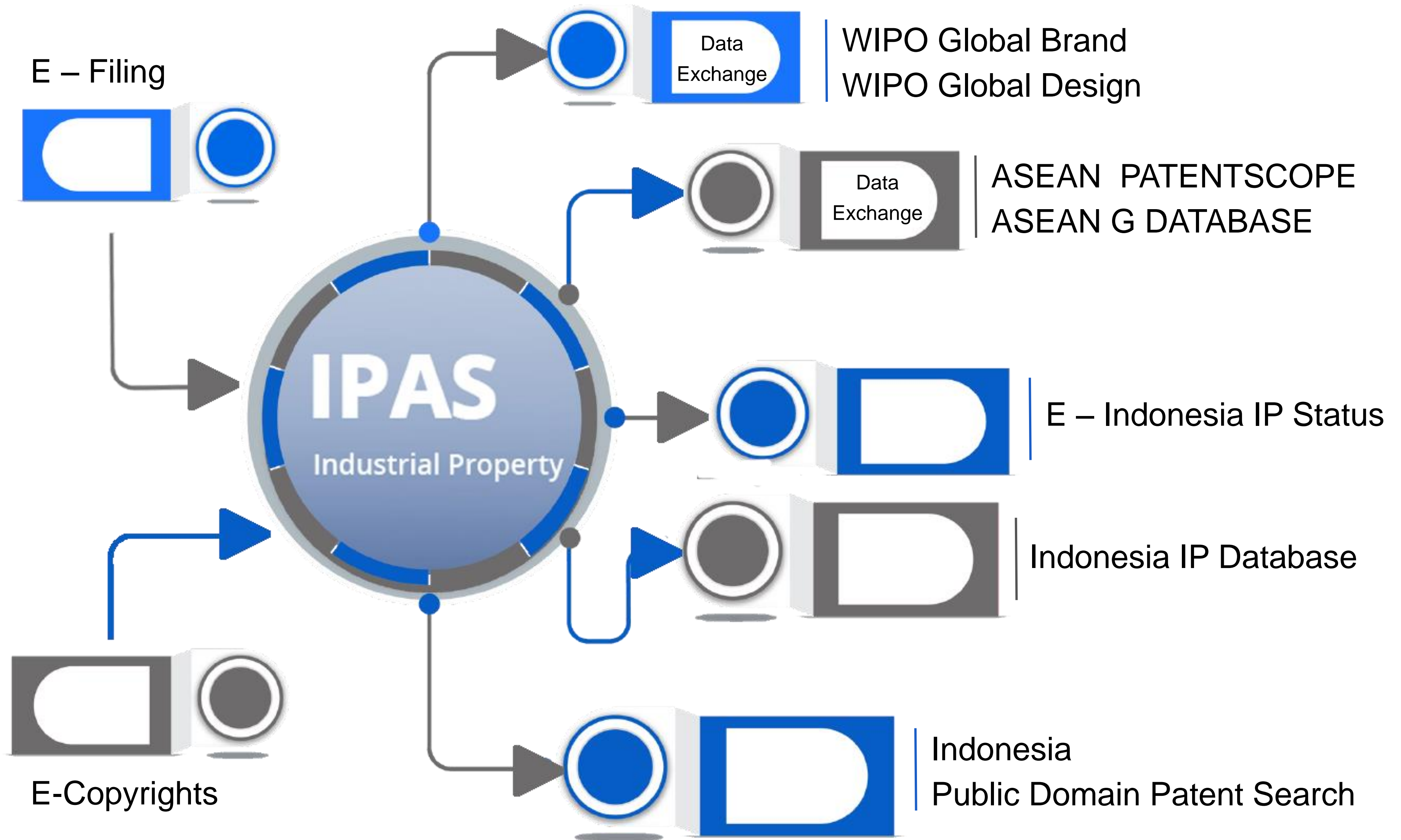
STATISTIC IP APPLICATION IN INDONESIA

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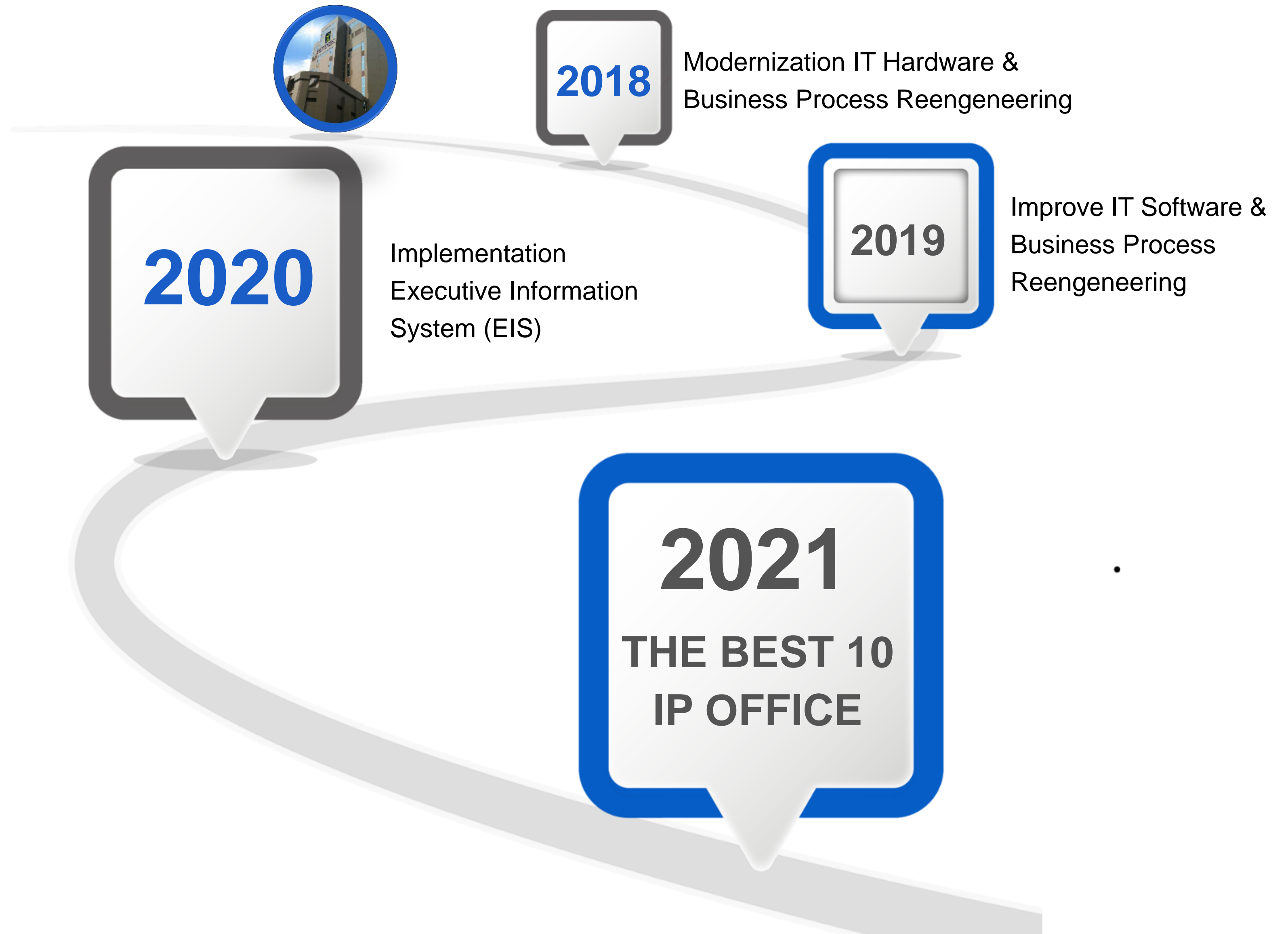
CURRENT INDONESIA IP INFORMATION

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DGIP's TARGET IN THE NEXT 4 YEARS

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HOW TO BE THE BEST 10 IP OFFICES

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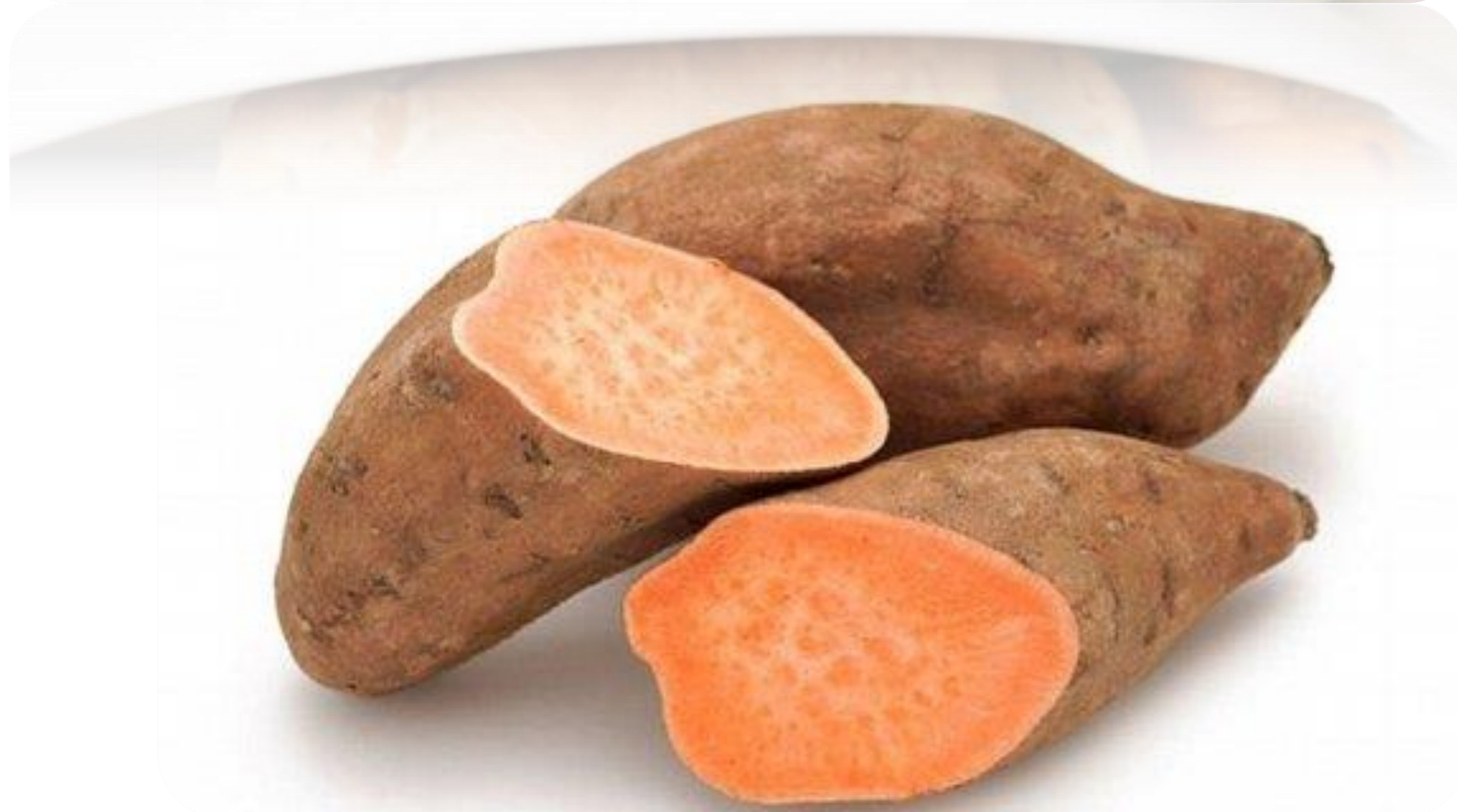
BUSINESS PROCESS IMPROVEMENT

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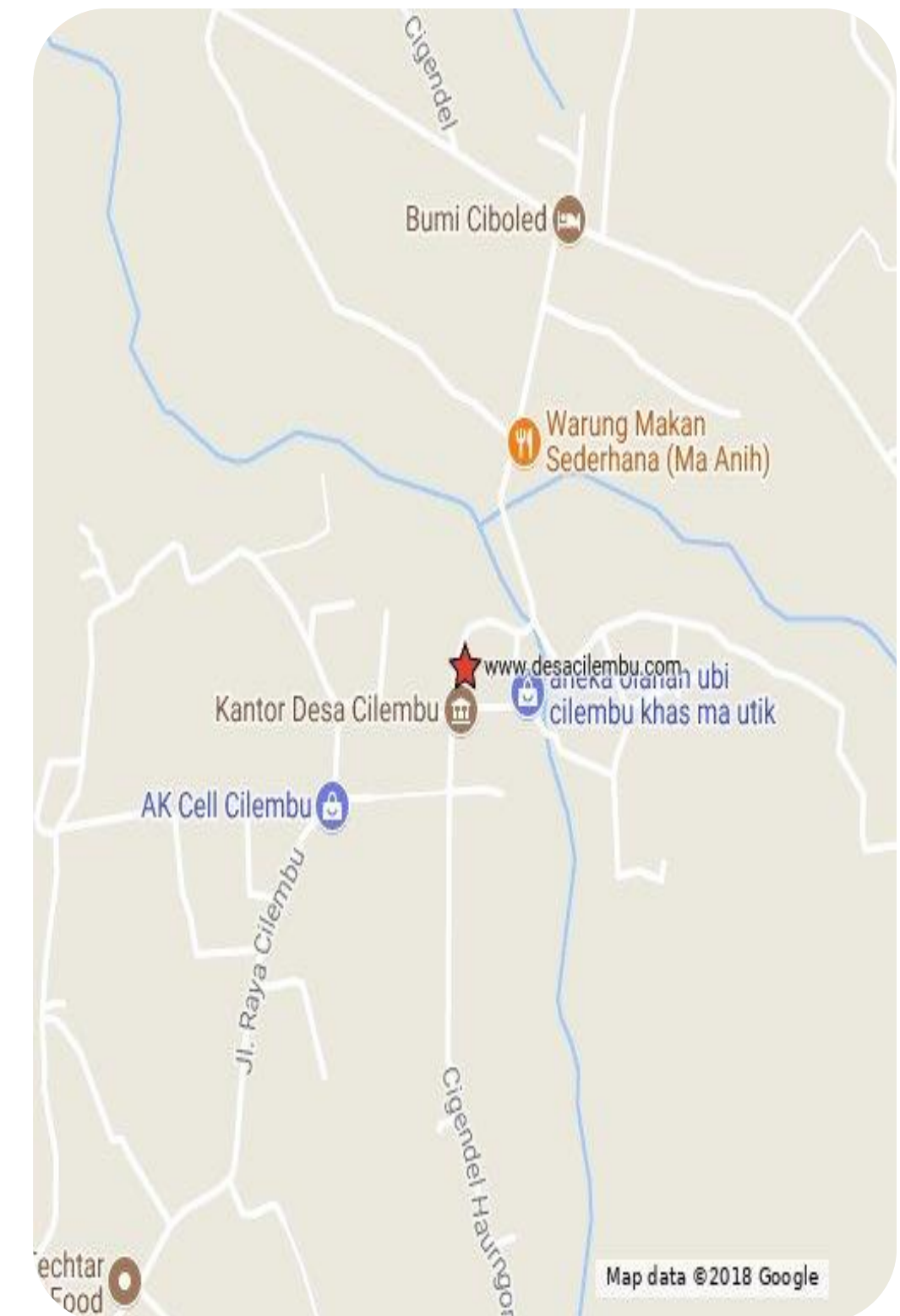


GEOGRAPHICAL INDICATION HAS ONE OF STIMULUS SOCIAL & ECONOMY IN IP

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CILEMBU SWEET POTATOES



GEOGRAPHICAL INDICATION HAS ONE OF STIMULUS SOCIAL & ECONOMY IN IP

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Before Registration DGIP

price per KG Rp. 50.000
(approx. US\$3.66 or ¥ 392)

After Registration in DGIP

price per KG become Rp. 120.000
(approx. US\$8.78 or ¥942)



GAYO COFFEE



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GEOGRAPHICAL INDICATION HAS ONE OF STIMULUS SOCIAL & ECONOMY IN IP

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INDONESIA HAS MORE THAN 1000 GI AND STILL UNREGISTRATED

- Fruit

- Apel Malang
- Buah Merah
- Matoa
- Mangga Indramayu
- Jeruk Gunung Omeh
- etc

- Vegetables

- Kangkung Lombok
- Pisang Ambon
- Pisang Lampung
- Bawang Brebes
- etc

- Rice

- Beras Cianjur
- Beras Solok
- Beras Kerawang
- etc

- Woven

- Songket Plembang
- Pandai Sike
- etc



INDONESIA'S INNOVATION

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GO  **JEK**



FENOMENON GOJEK IN INDONESIA

INNOVATION : SERVICE PEOPLE USING IT

- Trade Mark Registration on Process
- Copyright Registration
- Google Investment on Gojek \$1.2B
- Astra Int'l \$150M
- Farallon Capital
- Tencent and JD.ID



DGIP'S BREAKTHROUGH

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GIVING CERTIFICATE OF IPR USING BARCODE

The Purpose of using BARCODE are

1. To validate the certificate;
2. To help SME's convenience the Bank or Financial Institution that their Trade Mark is already registered at DGIP to get loan;
3. Protecting Bussiness transactions



DGIP'S BREAKTHROUGH

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DGIP'S BREAKTHROUGH

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TOP 40 INNOVATION PUBLIC SERVICE

Trade Mark Renewal
Certificate of Registration

Before : within 2 years

Now : The Same Day

Next Month : Applicant
Print in their office





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THANK YOU