# The Urgency of Intellectual Property Rights In Academic World

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#### **ABSTRAK**

Penegakan Hak Kekayaan Intelektual (HKI) menjadi perhatian daalam pelaksanaan/memanfaatkan dari IPRs, yang termasuk pabrican, pengguna, penjual, importir, penyewa, pengirim, atau penyedia untuk dijual, disewa atau pengiriman suatu produk yang dijamin oleh IPR. Dengan kata lain, IPR adalah sebuah instrumen perdagangan untuk membatasi hak monopoly dari pemilik,pemegang, penyedia atas keuntungan untuk memasarkan produk IPR kepada pemilik/pemegang. Kondisi seperti ini sangat sesuai kedua kepentingan pelaku domestik dan internasional. Dalam hal ini, hak kekayaan intelektual dapat menjadi magnet dalam menarik para investor asing. Untuk memaksimalkan atraksi ini, sangatlah kritis untuk memiliki kepekaan atas hukum IPR.

#### **ABSTRACT**

Intellectual Property Rights (IPR) enforcement is concerned with the implementation/utilization of IPRs, which includes manufacturing, using, selling, importing, renting, delivering, or providing for the sale, rental, or delivery of products covered by IPR. By and large, IPR is a trading instrument because it confers a limited monopoly right on the owner/right holder, providing an advantage for marketing IPR products to the owner/holder. This condition holds true for both domestic and international actors. In this context, intellectual property rights can serve as a magnet for foreign investment. To maximize this attraction, it is critical to adhere to IPR laws.

Keywords: IPR; Academic; Urgency

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# A. Introduction

Indonesia as an archipelagic country has a very rich diversity of arts and culture. This artistic and cultural property is one of the sources of intellectual work that can and needs to be protected by law. The wealth is not solely for the arts and culture itself, but can be used to improve capabilities in the fields of trade and industry involving its creators. For the purposes of applicable laws and regulations, it has been explicitly stated that copyright is a special right for creators and recipients of the right to publicly announce or reproduce their creations or to grant permission for such actions (Article 1 paragraph 1 UUHC Number 19 of 2002).

A creator is a person or several people who jointly with their inspiration give birth to a creation based on the ability of the mind, imagination, dexterity, skills or expertise as outlined in a unique and personal form (Article 1 paragraph 2 UUHC Number 19 of 2002). Meanwhile, Creation is the result of every work of the creator that shows its authenticity in the fields of science, art, or literature (Article 1 paragraph 3 UUHC Number 19 of 2002). The copyright holder is the creator as the copyright owner, or the party receiving the rightfrom the creator, or another party receiving further rights from the party receiving the right (Article 1 paragraph 4 UUHC Number 19 of 2002).

Copyright consists of economic rights and moral rights. Economic rights are rights to obtain economic benefits from creations and related rightsproducts. Moral rights are rights inherent in the creator or actor that cannot beremoved or deleted without any reason, even though the copyright or related rights have been transferred.

The legal protection of intellectual property rights is closely related to the two governing systems, namely the constitutive system and the declarative system. The constitutive system is a system that stipulates that in order to obtain legal protection, the work must be registered. This system applies to patents, brands, industrial designs, Integrated Circuit Layout Designs, plantvariety protection. Justification for legal protection for the constitutive system is a certificate from the Directorate General of Intellectual Property Rights, Ministry of Law and Human Rights. The declarative system is a system that stipulates that registration is not mandatory to

obtain legal protection because legal protection begins when the work appears. The Declarative System applies to Copyrights and Trade Secrets.

Internationally, regulations in the field of intellectual property rights first occurred in 1883 with the birth of the Paris Convention for patents, trademarks, and designs. In 1886 there was the Berne Convention on copyright issues. The two conventions, among others, discuss standardization, information exchange, minimum protection and procedures for obtaining intellectual property rights. The result of the two conventions was the establishment of an administrative bureau called The United International Bureau for the Protection of Intellectual Property which was later known as the World Intellectual Property Organization (WIPO). WIPO is an international organization under the United Nations (UN) agency that specifically deals with IPR issues.

Legislation in the field of intellectual property rights in Indonesia has historically existed since the days of the Dutch colonial government. The Dutch colonial government introduced the first law on the protection of intellectual property rights in 1844. Subsequently, the Dutch government enacted the Trademark Law (1885), the Patent Law (1910), and the Copyright Law (1912). Indonesia, which at that time was still called the Netherlands East-Indies, had been a member of the Paris Convention for the Protection of Industrial Property since 1888, a member of the Madrid Convention from 1893 to 1936, and a member of the Berne Convention for the Protection of Literary and Artistic Works since 1914. At the time of the Japanese occupation, namely in 1942, all laws and regulations in the field of IPR remained in effect.

#### **B. Research Methods**

In expressing problems and discussions related to the writing material in the study, the author uses a normative juridical research method which is supported by an empirical juridical approach. Normative Juridical Approach (Normative Legal Research) is research conducted by conducting an assessment of the legislation in force and applied to a particular legal problem. This research is structured systematically and presented in a normative juridical form, namely research on positive legal rules and legal principles carried out by evaluating legal rules, namely

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<sup>&</sup>lt;sup>1</sup> Soejono dan H.Abdurahman, Metode Penelitian Hukum, Rineka Cipta, Jakarta, 2003., hlm. 56

#### C. Finding And Discussion

## 1. Definition of Intellectual Property Rights

Intellectual Property Rights are rights that arise from sharing the results of brain thought that produce a product or process that is useful for humans. In essence, IPR is the right to enjoy economically the results of intellectual creativity.<sup>3</sup>

Intellectual Property Rights (IPR) are legal protection rights for owners of the results of creative thinking abilities that are expressed to the general publicin various forms, which are useful in supporting human life because they have economic value. Intellectual Property Rights can be seen as a form of compensation or encouragement to produce creative works. Compensation is related to all the hard work that has been expended by the owner so that it is necessary to get a proper reward for the results of his efforts. The urge to produce creative works is related to the guarantee of legal protection for IPR owners and the economic benefits that will be obtained after obtaining legal protection.

Intellectual Property Rights (IPR) are also known as Intellectual Property Rights (IPR), which can be rendered as Intellectual Property Rights (IPR) or Intellectual Property Rights (IPR). Since Law Number 25 of 2000 is a further elaboration of the 1999-2004 GBHN's National Development Program of 2000- 2004, which is abbreviated as HKI, the term Intellectual Property Rights has been translated as Intellectual Property Rights in the 1993 and 1998 GBHN translations. The Anglo-Saxon legal literature coined the phrase "intellectual property rights."

The term "wealth" can refer to both tangible and intangible assets, or to both tangible and intangible things, but in everyday usage, the term "wealth"

<sup>&</sup>lt;sup>2</sup> Bagir Manan, *Penelitian di Bidang Hukum*, dalam Jurnal Hukum Puslitbangkum Nomor Perdana: 1-1999, Pusat Penelitian Perkembangan Hukum, Lembaga Penelitian, Universitas Padjajaran, Bandung, hlm. 3-6.

<sup>&</sup>lt;sup>3</sup> Direktorat Jenderal Hak Kekayaan Intelektual Departemen Kehakiman dan Hak Asasi Manusia Republik Indonesia, Buku Panduan (Pertanyaan dan Jawaban) hak Kekayaan Intelektual, 2001. Hal. 1

<sup>&</sup>lt;sup>4</sup> Racmahdi Usman, Hukum Hak Atas Kekayaan Intelektual: Perlindungan dan Dimensi Hukumnya di Indonesia, Bandung, PT. Alumni, 2003, Hal. 1

usually refers to tangible assets such as money and tangible assets such as property rights. As a result, the term "ownership" is a better choice when referring to IPRs, as it elicits an association between IPRs and the concept of ownership.

IPR has different meanings according to each individual or group that defines it. In the world of Indonesian literature, there are many different understandings from experts to define IPR, especially the opinions of experts who are under the auspices of an organization engaged in IPR.

Intellectual Property Rights can be interpreted as the right to ownership of works that arise or are born because of human intellectual abilities in the field of science and technology. These works are intangible objects that are the result of a person's or human intellectual ability in the field of science and technology through creativity, taste, initiative and work, which have moral, practical and economic values. Basically what is included in the scope of IPR are all works inthe field of science and technology that are produced through the mind or thinking power of a person or human. This is what distinguishes IPR fromother property rights obtained from nature.

An intellectual property right is defined by David I Bainbridge as the result of creative activities, an ability to express one's thoughts to the general public in various forms, which are beneficial to human life, useful in supporting it, and economically valuable.<sup>5</sup>

#### 2. Intellectual Property Rights Regulation

Two major groups of intellectual property rights (IPR) have been identified by WIPO (World Intellectual Property Organization), a United Nations special agency on intellectual property rights:<sup>6</sup>

a. When a work of art is published, reproduced, or given permission to be reproduced by others, the state grants the creator an exclusive right to doso without reducing his or her own rights. According to UUHC No. 19 from 2002: Copyright is the creator or recipient's sole and unassailable right to

<sup>&</sup>lt;sup>5</sup> Lihat Direktorat Jenderal Hak Kekayaan Intelektual Departemen Kehakiman dan Hak Asasi Manusia Republik Indonesia.....

<sup>&</sup>lt;sup>6</sup> Saidin, Aspek Hukum Hak Kekayaan Intelektual (Intellectual Property Rights), Jakarta, PT. Raja Grafindo Persada, 1997, Hal 10.

announce, reproduce, or grant permission for the use of his or her creation, subject to all applicable legal and regulatory restrictions (Article 1 paragraph 1).

b. Industrial Property Rights, namely rights that regulate everything about the industrial property, especially those that regulate legal protection.

Industrial Property Rights based on Article 1 of the Paris Convention concerning the Protection of Industrial Property Rights in 1883 which was amended on October 2, 1979, include:

- 1) Patents, namely exclusive rights granted by the state to creators in the field of technology. This right has a period of time (about 20 years from the date of issuance), after which the patent expires. Based on LawNumber 14 of 2001 concerning Patents. The patent is an exclusive right granted by the state to investors for their inventions in the field of technology, which for a certain period of time implements the invention themselves or gives approval to other parties to implement them (Article1 paragraph 1).
- 2) Based on Indonesian law, the right to use one's own mark, or to grant permission to another party to use one, is granted to the owner of a trademark registered in Indonesia's general register for a specific period of time (Article 3).
- 3) Industrial Design, based on Law Number 31 of 2000 concerning Industrial Design. Industrial Design Right is an exclusive right grantedby the State of the Republic of Indonesia to designers for their creations to carry out their own creations for a certain period of time or give their approval to other parties to exercise these rights.
- 4) Layout Design of Integrated Circuit, in Law Number 32 the Year 2000 concerning Layout Design of Integrated Circuit. An integrated circuit is a product in finished or semi-finished form, in which there are various elements and at least one of these elements is an active element, which is partially or wholly interconnected and formed in an integrated mannerin a semiconductor material intended to produce a function. electronic (Article 1 paragraph 1).
- 5) Trade Secrets, according to Law Number 30 of 2000 concerning Trade

Secrets. A trade secret is information that is not known to the public in the field of technology and/or business, has economic value because it is useful in business activities, and is kept confidential by the owner of the trade secret (Article 1 paragraph 1).

6) Protection of Plant Varieties, according to Law No. 29 of 2000 concerning Protection of Plant Varieties. Plant Variety Protection (PVT) is a special protection provided by the state, which in this case is represented by the Government and its implementation is carried out by the PVP office, on plant varieties produced by plant breeders through plant breeding activities (Article 1 paragraph 1).

The owner of intellectual property (IPR) is protected by the law when he or she exercises his or her rights. Owners of IPRs who have been granted legal protection are entitled to both economic and moral benefits. Industrial designs, integrated circuit layouts, trade secrets, and plant varieties all fall under the umbrella of economic rights, which give the owners of intellectual property the ability to profit economically from their creations and related rights products. Moral rights are rights that cannot be removed or removed even if intellectual property rights are transferred. Any other parties who violate the rights of an IPR holder may be sued by that holder in accordance with the provisions of every applicable law, such as Law 29 of 2000, which protects plant varieties, Law 30, which protects trade secrets, and Law 31, which protects industrial designs, Law 32 of 2000, which protects integrated circuit layout designs, Law 14, which governs patents, and Law 15, which governs trade secrets.

#### 3. Position of IPR in Copyright

In the Copyright Law Number 19 of 2002, the function of copyright is emphasized, which reads:<sup>7</sup>

- a. Creators and holders of copyright have the exclusive right to announce and reproduce their works without reducing restrictions as stipulated by applicable laws and regulations, which arises automatically after a work is created.
- b. Anyone renting work for commercial purposes without permission from the

<sup>&</sup>lt;sup>7</sup> Lihat Pasal 2, Undang-Undang Hak Cipta Nomor 19 Tahun 2002

copyright owner is violating their rights as a creator of the work.

Copyright protection is not given to ideas or ideas because the copyrighted work must have a distinctive form, be personal and show authenticity as a creation that was born based on the ability to think, creativity, or expertise so that the creation can be seen, read or heard.

In Article 12 paragraph 1 UUHC Number 19 of 2002 it is stated that in this law protected works are creations in the fields of science, art and literature which include:<sup>8</sup>

Books, computer programs, pamphlets, layouts of published papers and all other written works;

- a. Lectures, lectures, speeches, and other similar creations;
- b. Props made for the benefit of education andscience;
- c. Songs or music with or withoutsubtitles;
- d. Drama or musical drama, dance, choreography, puppetry, and mime;
- e. Fine arts in all forms such as painting, drawing, carving, calligraphy, sculpture, collage, and applied arts;
- f. Architecture;
- g. Map;
- h. Batik Art;
- i. Photography;
- j. Cinematography;
- k. Translations, interpretations, paraphrases, anthologies, databases, and other works from the translation.

Based on Article 2 UUHC Number 19 of 2002, Copyright is an exclusive right for the creator or copyright holder to announce or reproduce his work, which arises automatically after work is born without reducing restrictions according to the applicable laws and regulations. The purpose of this exclusive right is that only the creator and holder can use their creativity to reproduce or publish their creation so that no other party can use the right without the permission of the creator or rights holder.

According to Robert M. Sherwood, there are five basic theories for the

<sup>8</sup> Sentosa Sembiring, Hak Kekayaan Intelektual : Dalam Berbagai Peraturan Perundang-undangan, Yrama Widya, 2006, hal 32

Protection of Intellectual Property Rights, namely:<sup>9</sup>

### 1. Reward Theory

Reward theory has a very deep meaning, namely the acknowledgment of intellectual work that has been produced by the inventor/creator/designer so that he must be given an award as a reward for his creative efforts in finding/creating his intellectual work.

### 2. Recovery Theory

In recovery theory, it is stated that the inventor/creator/designer who has spent time, money, and energy to produce his intellectual work must get back what he has issued..

#### 3. Incentive Theory

In incentive theory, it is linked between developing creativity and providing incentives to inventors/creators/designers. Based on this theory, incentives need to be given to promote useful research activities.

#### 4. Risk Theory

The risk theory states that the work contains risks. IPR which is the result of research contains risks that allow other people to find the method firstor fix it. Thus, it is natural to provide a form of legal protection against efforts or activities that contain such risks.

#### 5. Economic growth stimulus theory

In the economic growth stimulus theory, it is recognized that the protection of intellectual property rights is a tool for economic development. Economic development is the overall goal of establishing an effective IPR protection system.

## 4. Reducing Academic Fraud in Intellectual Property Rights

The rapid advancement of information technology and transportation has encouraged the globalization of intellectual property rights. A good or service that is produced today in one country, can be presented in another country in a relatively short time. The presence of goods and services in the production process that have used IPR, by itself requires protection of IPR. The need to protect goods and services from counterfeiting, plagiarism and unfair

<sup>&</sup>lt;sup>9</sup> Hadi Setia Tunggal, Tanya Jawab HAKI/HKI, Harvarindo; Jakarta, 2012. Hal. 8

competition, so that it is felt necessary to provide protection to IPR which is driven in making the product concerned.<sup>10</sup>

There are frequent violations of the components of intellectual property rights, especially the works or creations produced by human intellectuals through their sacrifices and their efforts have been completely hijacked, imitated and faked. There can be no protection for intellectual property unless IPRs are supported, facilitated, and facilitated by each and every party involved. Even though intellectual property has a moral and financial value, it's not the only reason. The purpose of intellectual property rights (IPR) is to give inventors, designers, and other creative types the incentive to commercialize their work.

The rights owned by the producer of intellectual work are not only in the form of economic rights, but also moral rights that perpetuate the integrity of the intellectual work that has been produced. In addition, there are social benefits in the form of dissemination, enrichment, and support provided by the State for the development of the IPR system. The IPR system is expected to playa role in forming a culture that is able to change the user community into a society that develops its potential, so that new creators, inventors and designers will be born.

For the industrial world, understanding the IPR system is not only related to the protection of intellectual property but also ensures that it does not violate the IPR of others. Global market trends have encouraged the development of a global regulatory system, including in the field of intellectual property rights. Since January 1, 1995, the WTO has introduced the TRIPs agreement and requires all WTO members to apply the minimum requirements for the protection of intellectual property rights as stipulated in the TRIPs Agreement. In order to be competitive in the global market, industrialists must know and follow the trade regulations that are developing and applied in the country of destination market, including those related to IPR.

The customs of several countries also require requirements that IPR

<sup>&</sup>lt;sup>10</sup> Bambang Kesowo,. Ketentuan-Ketentuan Gatt yang Berkaitan dengan Hak Milik Intelektual (TRIPs). Dalam seminar sehari "Dampak GATT" Putaran uruguay bagi dunia usaha. diselenggarakan oleh Dep-Keh RI (1)., (1994).

<sup>&</sup>lt;sup>11</sup> Lihat Bambang Kesowo, 1994.

documents can be attached to mandatory and additional documents. Failure to understand the regulations in the country of destination market can cause difficulties for Indonesian products, especially in entering foreign markets and these products are successful, the risk of being sued by the holder of intellectual property rights of a product in foreign markets is very high. The main benefits that the IPR system provides for researchers and industry are:

- a. Can find information and see the development of most of the latest knowledge and technology. The availability of such information enables researchers and industry in Indonesia to carry out a technological observation and see trends in the latest technological developments. In addition, the public is also free to use information from expired patents and is free to use patent information that is not registered in their country as long as the information on such use is not extended to the countries where the patent is requested. The newness requirement applied in the Patent system is universal (absolute) novelty, which means that the invention for which the Patent is requested must be new not only in the country where the Patent application is registered but must also be new throughout the world. Consequently, research activities in Indonesia are challenged to be able to compete with research activities around the world.
- b. Protection of intellectual works against unauthorized use by third parties. This is necessary to provide an opportunity for the inventor or investor to obtain sufficient financial benefits/reward for the efforts/investments in creating the intellectual work.

In addition to the two main benefits above, the IPR system also provides an opportunity for the industry to monopolize the market for a particular product and can build an entry barrier for its competitors. IPR as a business (intangible) asset can also become income-generating for industry through licensing, selling or commercializing IPR, and will increase the value of an industry in the eyes of investors and financial institutions. Not only for industry, for universities and research and development institutions (R & D), the IPR system will also play a very important role as one of the income generators.

Universities and R&D institutions have the potential to produce

intellectually valuable intellectual property rights. Therefore, the optimal management of IPR from the results of the Tridharma activities per higher education as well as research and development can be used as one of the income generators for the sustainability of various activities of the Tridharma of Higher Education as well as research and development that is highly competitive.

If the intellectual work produced is also to be protected by other IPR regimes, such as Trade Secrets or Patents, it is important to consider when applying Copyright. You can't be "Patent-Secret" if you publish something that isn't accurate. Because of this, it is important to determine what can be published and what should be kept. Inheritance, grant, will, written agreement, or other legal justifications can all result in the partial or complete transfer of copyright. In order to benefit the community, copyright must be used by the Copyright Holder or other parties in accordance with a written agreement (license). Commercial licenses can be granted under Article 45 paragraph (1) of the Copyright Law to copyright holders of cinematographic works and computer programs. To compensate the Copyright Holder for the license granted, royalties must be paid in accordance with the contract.

Intellectual property generated through the IPR system can be protected more effectively if academics are aware of this when conducting tridharma activities at colleges and universities. In addition, the likelihood that the intellectual property produced will be similar to existing intellectual property/IPR is decreasing. Therefore, if the intellectual property is implemented in the future, infringement opportunities will be reduced or eliminated. As a result, intellectual property will have a higher value or competitiveness if it is protected through the IPR system because of the opportunity for wealth generated. For the sake of the university, it is hoped that once this tridharma activity is commercialized, it will bring greater results and benefits to the institution, so that the next tridharma activities will also be of higher quality and produce higher quality intellectual property.

#### 5. Anticipation of Plagiarism/Creation of Intellectual Works

IPR legal protection is a guarantee of exclusive rights owned by creative subjects. Exclusivity rights are compensation for all efforts that have been expended or sacrificed by the owner of the intellectual work. Expenses include

costs, time and sacrifices.

Purpose Legal protection of the intellectual property is intended so that the party who has the right can exploit his wealth with a sense of security and comfort. That sense of security and comfort then creates a climate that allows the person to work, by producing further creations or inventions. On the other hand, with this legal protection, the right owner is asked to disclose the form and method of work and the benefits of the wealth he has obtained. The person can safely and comfortably disclose his work, because the law provides protection, on the other hand, the public can be included to enjoy or use it on a license basis or even develop it at a more advanced level.<sup>12</sup>

Every intellectual property and research and development result from government- or local-government-funded activities in engineering or innovation must be managed and properly utilized by universities, as stated in Article 13 paragraph 4 of Law number 18 of 2002 pertaining to the National System for R&D&A (UU Sisnas Litbangrap Iptek). There must be an institution within a university specifically tasked with overseeing the management of intellectual property, as stated in Article 13 paragraph 1 of the Constitution. To further improve the management of intellectual property, Article 13 paragraph3 of Law No. 18 of 2002 stipulates that universities must seek the establishment of IPR centres in accordance with their capacities and capabilities, further indicating the existence of such an institution. As hoped, the new Intellectual Property Rights (IPR) centre will serve as both a resource for IPR management and utilization and a hub for IPR-related information and services, including marketing of its findings.

It is possible to register intellectual property rights (IPRs) to protect the academic work of lecturers and educational laboratories (PLP) (HaKI). Legally protected works (article 40), creators' rights (article 31), time limits on copyrightprotection and registration procedures for intellectual property rights (article 66) are all outlined in Law No. 28 of 2014's provisions on Intellectual Property Rights.

A person who creates an intellectual work is entitled to intellectual property rights. It is the state's goal to recognize and reward IPR actors

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<sup>&</sup>lt;sup>12</sup> Hendra Tanu Atmadja., Urgensi Perlindungan Hak Kekayaan Intelektual Dalam Era Perdagangan Bebas., Lex Jurnalica Volume 12 Nomor 3, Desember 2015

(inventor/creator/designer/etc.) in order to encourage others to build on their work (creativity) so that the interests of the community can be determined through market mechanisms.

The objectives of intellectual property protection through IPR generally include:

- c. Provide legal clarity regarding the relationship between wealth and inventors, creators, designers, owners, users, intermediaries who use it, the working area of its utilization and those who receive the consequences of using IPR for a certain period of time.
- d. Give an award for the success of an effort or effort to create an intellectual work.
- e. Promote the publication of inventions or creations in the form of IPR documents that are open to the public.
- f. Stimulate the creation of information transfer efforts through intellectual property and technology transfer through patents.
- g. Providing protection against the possibility of being copied because of the guarantee from the state that the implementation of intellectual works is only given to those who are entitled.

In addition, the IPR system has also caused a change in the culture and perspective of a nation by:

- a. Encourage good documentation of research activities.
- b. Encouraging the spirit of competition.
- c. Encouraging scientists' creativity through incentives that allow them to concentrate and prosper as researchers without having to become entrepreneurs.
- d. Creating awareness and concern for the global economic system, because IPR is related to trade and industrialissues.
- e. Encouraging the protection of research results and their implementation or commercialization.

#### **D.** Conclusion

IPR is based on market mechanisms, protects private property rights, and encourages innovation while also making technology transfer and access easier. Owners of intellectual property (IPR) must register, monitor, maintain, implement, and transfer their intellectual property (IPR). This registration process necessitates that the IPR owner determines whether or not his IPRmerits protection from both the original and economic perspectives and then gather all the necessary supporting documentation and administration.

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