

# Indonesian Intellectual Property Infringement Cases

## DJKI and Customs Strengthen Recordation Monitoring to Prevent Circulation of Counterfeit and Unlicensed Branded Goods (2025.11.27)

The Directorate General of Intellectual Property (DJKI) and the Customs Office are strengthening cooperation to prevent counterfeit and unlicensed branded goods from entering Indonesia.

Brand owners are being encouraged to register their genuine trademarks with Customs. This **free registration process** helps customs officers easily identify and block counterfeit goods at the border. Without this registration, Customs has no baseline to distinguish genuine products, meaning even well-known brands may not receive adequate protection.

DJKI also explained that enforcement against unauthorized trademark use is **complaint-based**, meaning authorities will act only when a formal report is filed by the brand owner. Therefore, both **trademark recordation** and **active reporting** are essential to stop the circulation of products that misuse brand names.

<https://mediaindonesia.com/politik-dan-hukum/834572/djki-dan-bea-cukai-perkuat-pengawasan-rekordasi-untuk-cegah-peredaran-barang-bermerek-tanpa-hak>

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## Bekasi Woman Arrested for Counterfeiting Famous Soap Brands; Earned 1 Billion Rupiah (2025.11.27)

A 46-year-old woman living in Bekasi has been arrested for allegedly manufacturing counterfeit liquid soap. She is suspected of attaching fake labels of well-known brands such as **Rinso, Molto, and Sunlight** onto containers and selling them. After receiving a report, police raided a small soap-producing workshop in Pondok Melati, Bekasi City. She had employed around 20 workers and sold the counterfeit soap through e-commerce platforms.

Within **3 to 4 months**, her total turnover reportedly reached **around 1 billion rupiah**. Police have charged her under Indonesia's Consumer Protection Law, under which she faces a maximum penalty of **5 years imprisonment** or a **fine of up to 2 billion rupiah**.

<https://kumparan.com/kumparannews/jiplak-merek-merek-sabun-terkenal-sampai-omzet-rp-1-m-wanita-di-bekasi-dicokok-26F7CKKadxg>

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## Central Java Police Seize Counterfeit Bags and Sandals (2025.11.11)

The Central Java Police are currently investigating counterfeit products of the well-known outdoor brand **Eiger**. The case began when **PT Eiger Muli Produk Industri** filed a complaint in March 2024. A total of **3,421 pairs of counterfeit sandals** and **2,326 counterfeit bags** were discovered in Solo. These counterfeit items were sold for only **15,000–20,000 rupiah**, far cheaper than the genuine products, which cost around **180,000 rupiah**.

<https://www.detik.com/jateng/hukum-dan-kriminal/d-8206215/dugaan-pemalsuan-tas-sandal-merek-eiger-polda-jateng-tetapkan-4-tersangka>

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### CIMB Niaga Copyright Infringement Case Remains Unresolved (2025.11.10)

The copyright infringement case involving **CIMB Niaga Bank**, which used the song "*Bentuk Cinta*" without permission in **29 customer lounges** in 2020, remains unresolved. The bank claims it has already fulfilled its legal obligations. However, the copyright holder's representative states that payments were made **only for usage in 2023**, while usage fees for subsequent years **have not been paid**. The representative noted that there is a misunderstanding between the rights owner and the user, emphasizing the need for closer communication in the future.

<https://mediaindonesia.com/politik-dan-hukum/829003/ini-tanggapan-cimb-niaga-soal-dugaan-pelanggaran-hak-cipta-lagu-eclat-story>

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### Military Command in Cianjur Raids Secret Warehouse and Seizes Counterfeit Oil (2025.11.2)

On **31 October 2025**, the District Military Command (Kodim 0608) in Cianjur raided a warehouse in the Puncak area of West Java and seized **3,500 bottles of counterfeit engine oil**. These counterfeit products were labeled with famous brands such as **Shell, Pertamina, Honda, and Yamaha**, making them appear genuine. Using such counterfeit oil could **damage vehicle engines**. The suspect has been arrested and will be handed over to the police for further investigation.

<https://bewaracianjur.com/ribuan-oli-palsu-disita-di-cianjur-kodim-0608-gerebek-gudang-rahasia-di-puncak/>

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### Counterfeit Oil Case in West Sulawesi Remains Unresolved After Five Months (2025.10.21)

In late May 2025, police in **Polewali Mandar**, West Sulawesi, seized more than **1,200 boxes of counterfeit engine oil**. These oils were imitations of well-known brands and were in the process of being **mixed and repackaged**. Five months have passed since the seizure, yet no suspects have been named. Local residents have criticized the slow progress, especially since the warehouse where the counterfeit oil was found is reportedly linked to a **local influential figure**, raising concerns that the case may be **swept under the rug**. The counterfeit oil may violate several laws, including the **Consumer Protection Act, Trademark Law, and Industrial Standards Law**.

<https://kilassulbar.id/kapolda-sulbar-diminta-tuntaskan-kasus-oli-palsu-wonomulyo-lima-bulan-tanpa-tersangka/>

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### Federal Oil Takes Strict Action Against Counterfeit Oil Seller in Jambi Province (2025.10.17)

Federal Oil exposed a vendor who was selling 30 boxes of counterfeit "Federal Ultratec" engine oil at a residence/office on Jalan A.R. Saleh, Redpaal, Jambi Province. This counterfeit product does not comply with specifications, nor is it manufactured by PT ExxonMobil Lubricants Indonesia (EMLI). The person involved admitted to the fraudulent activity and publicly apologized. Federal Oil reaffirmed its commitment to ensuring consumer safety, urged purchasers to verify authenticity via QR code, and stated it will cooperate with authorities to prevent future illegal distribution.

<https://otomotif.katadata.co.id/news/federal-oil-tindak-tegas-pengedar-oli-palsu-di-jambi-20704>

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### **Vidio.com Withdraws Copyright Infringement Complaints Against 19 Cafes in Aceh (2025.10.3)**

Vidio.com withdrew its complaints against 19 cafes (warkop) in Aceh Province, which it had accused of broadcasting soccer matches (English Premier League and UEFA Champions League) without permission. As a result, the investigation by the Aceh Provincial Police has officially concluded. This withdrawal of complaints was carried out following mediation by the Minister of Tourism and Creative Economy and local legislators. The police emphasized that public broadcasting of content without rights constitutes an infringement of Indonesian copyright (broadcasting rights).

<https://www.tempo.co/hukum/vidio-com-cabut-laporan-pelanggaran-hak-cipta-19-warkop-di-aceh-2075822>

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### **Trademark Owner's Anger Unabated Over Pioneer CNC Indonesia Trademark Infringement (2025.7.22)**

Following the arrest of Syaiful Adim by Malang Police on suspicion of trademark infringement, Mr. Freddy Nasution, president of INTERNASIONAL. Pioneer CNC Internasional, which manufactures and sells metal processing equipment, declared, "The legal process does not end only with the arrest of a specific individual. If they do not show good faith, we will bring everyone involved, from engineers to manufacturing operators, to justice." Syaiful's arrest opened the way to exposing the network of perpetrators responsible for the distribution of illegal CNC machines. The warehouse where the counterfeit machines were being manufactured had previously been subject to a police raid. Mr. Syaiful is currently in custody.

<https://timesindonesia.co.id/hukum-kriminal/547424/kasus-pemalsuan-merek-pioneer-cnc-berpotensi-ada-tersangka-baru>

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### **Directorate General of Intellectual Property and Internasional Intellectual Property Alliance (IIPA) Discuss Strengthening of Intellectual Property Enforcement (2025.9.18)**

On September 18, 2025, the Indonesian Directorate General of Intellectual Property (DGIP) and the International Intellectual Property Alliance (IIPA) held a strategic dialogue in Jakarta. The discussion, facilitated by the U.S. Embassy, aimed to strengthen intellectual property enforcement in Indonesia. The DGIP highlighted key achievements, including blocking over 2,356 infringing websites in the past five years (640 by mid-September in 2025 alone), resolving 128 IP disputes through mediation since 2019, and introducing a real-time takedown system for live streaming violations. The DGIP has also strengthened cooperation with Customs and Police, seizing millions of counterfeit items, including cosmetics, tobacco, and spare parts. International cooperation was also expanded with Interpol's South Korea branch and Busan Police to counter copyright infringement involving South Korean broadcaster MBC. The IIPA commended Indonesia's progress and emphasized the need for faster enforcement mechanisms and stronger criminal prosecution as effective measures against piracy and counterfeit goods.

<https://www.dgip.go.id/artikel/detail-artikel-berita/dji-dan-iipa-bahas-penguatan-penegakan-hukum-kekayaan-intelektual?kategori=liputan-humas>

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### **Refillable Drinking Water Vendor Faces Legal Problems for Trademark Infringement (2025.4.21)**

On April 21, 2025, in Kapuas, Central PT Province, a 50-year-old man identified as ABN was arrested on suspicion of trademark infringement. ABN was arrested while selling refillable drinking water under the trademark “Prof” without permission from the trademark owner, PT Bandangantirta Agung. Police seized 96 gallons of filled water, 200 empty gallon containers, and equipment related to the illegal activity. The incident was reported by a representative of the company, and ABN was detained for further legal proceedings.

<https://www.metrokalimantan.com/2025/04/dari-galon-ke-jeruji-besi-gegara.html>

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### **Heirs of Famous Singer Accuse Major Record Label of Failing to Pay Royalties (2025.9.9)**

The Jakarta Metropolitan Police are continuing their investigation following a complaint filed in July 2024 by the heirs of musician Benyamin Sueb regarding copyright infringement related to 517 songs left by Sueb. This originates from a contract signed by Sueb's eldest son with the major record label GNP between 2002 and 2007. Since the eldest son and the head of GNP both passed away, royalty payments had been delinquent.

<https://megapolitan.kompas.com/read/2025/09/09/13195161/polisi-usut-laporan-dugaan-pelanggaran-hak-cipta-lagu-benyamin-sueb>

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### **Ministry of Law Proposes E-commerce Sites Install Copyright Infringement Reporting Channel (2025.8.20)**

The Directorate General of Intellectual Property of the Indonesian Ministry of Law and Human Rights has proposed that PT Shopee International Indonesia (Shopee), which operates an e-commerce site, install a dedicated reporting channel for copyright infringement. In this discussion held on August 20, 2025, measures based on the 2023 Constitutional Court decision regarding the responsibility of e-commerce platforms were debated. The Director of Investigation at the DGIP, Ari Ardiansyah, praised it as a strategic step for e-commerce platforms to comply with copyright. He proposed installing a reporting channel connected to the Investigation Directorate to expedite the reporting of and response to infringements. Shopee responded positively to this and promised to comply upon receiving a formal request from the Directorate General of Intellectual Property.

<https://www.antaranews.com/berita/5055857/kemenkum-usul-shopee-buat-kanal-pelaporan-pelanggaran-hak-cipta>

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## **Ministry of Law and Human Rights Java Regional Office Peacefully Resolves Copyright Infringement Case (2025.8.8)**

The Ministry of Law and Human Rights Java Regional Office succeeded in concluding mediation for a dispute regarding the unauthorized use of copyrighted music in Bandung. The mediation was attended on July 7, 2025, by the Head of the Legal Services Division of the West Java Provincial Ministry of Law and Human Rights, mediators, intellectual property investigators, and the parties to the dispute. The division head emphasized, "Mediation is not about determining who is right or wrong, but about realizing justice and achieving a win-win solution for both parties." The mediators explained their neutral role, facilitated communication between the parties, and helped find a solution from an impartial standpoint. The success of this mediation demonstrates the commitment of the West Java Provincial Ministry of Law and Human Rights to comply with intellectual property laws and promote peaceful and fair dispute resolution.

[Kanwil Kemenkum Jabar Sukses Mediasi Pelanggaran Hak Cipta, Capai Kesepakatan Damai](#)

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## **Prominent Indonesian Designer Confronts Counterfeiters (2025.7.6)**

Vivi Zubedi, a clothing designer for affluent Muslims, has stood up against vendors who imitate her brand. This was in response to receiving complaints from customers regarding low-priced imitation goods being in circulation since 2023. The Directorate General of Intellectual Property's Investigation Directorate received Zubedi's damage report starting in November 2024, and the identification of suspects is currently progressing.

<https://www.liputan6.com/lifestyle/read/6097928/desainer-vivi-zubedi-perangi-pemalsu-produknya-1-orang-jadi-tersangka-dan-akan-bertambah?page=4>

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## **Famous Franchise Restaurant Infringes Copyright (2024.8.26)**

The Bali Police received a damage report from the Indonesian Music Copyright Center (SELMU). It is a complaint that PT Mitra Bali Sukses, which operates the franchise restaurant "Mie Gacoan Bali," is not paying royalties for the music played inside the restaurant. The amount of damages is said to amount to billions of rupiah (equivalent to tens of millions of yen). On January 20, 2025, investigative authorities recognized the operating company's responsibility.

<https://news.detik.com/berita/d-8021367/direktur-mie-gacoan-bali-jadi-tersangka-ini- kasusnya>

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## **Claim for 250 Million in Damages for Unauthorized Song Use Composer**

Budi Pekerti is filing a lawsuit against singer Vidi Aldiano, seeking 24.5 billion rupiah (approximately 250 million yen) in damages. This is for using Rudi's song "Nuansa Bening" in 31 concerts since 2008 without permission.

<https://www.tempo.co/hukum/duduk-perkara-vidi-aldiano-digugat-keen-an-nasution-soal-royalti-lagu-nuansa-bening-1654503>

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### Popular Singer, Damages for Unauthorized Use of Song (2025.2.6)

On January 30, 2025, the Central Jakarta Commercial Court handed down a judgment ordering the singer Agnes Monica to pay 1.5 billion rupiah (approximately 15 million yen) in damages to the composer Ari Bias. This was for using Ari's song "Bilang Saja" in a concert without permission. Agnes's side is appealing to the Supreme Court.

<https://www.tempo.co/teroka/duduk-perkara-kasus-royalti-lagu-antara-agnez-mo-vs-ari-bias-1203603>

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### Lawsuit for Cancellation of Trademark "DENZA" Dismissed Due to Lack of Standing (2025.5.5)

Chinese electric vehicle manufacturer BYD COMPANY LIMITED (Plaintiff) had sued at the Central Jakarta Commercial Court alleging that the trademark "DENZA" (Registration No. IDM001176306) registered in the same class by Indonesian food company PT Worcas Nusantara Abadi (Defendant) is similar to the famous trademark "DENZA" owned by the plaintiff, and was filed in bad faith, so it should be cancelled. (1/Pdt.Sus- HKI/Merek/2025/PN.Niaga.Jkt.Pst) In response to this, the court dismissed the suit, stating that the defendant lacks standing because the registered trademark IDM001176306 has already been assigned to another party (PT Raden Reza Adi).

<https://oto.detik.com/mobil/d-7899582/gugatan-byd-soal-merek-denza-ditolak-pengadilan>

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### Trademark "INDAH LOGISTIK" Case (2025.4.29)

On April 10, 2025, the courier company PT INDAH LOGISTIK (Plaintiff) filed a suit at the Surabaya Commercial Court for the cancellation of the registration of the Class 39 trademark "INDAH cargo Malang + Device" (IDM000524392) owned by CV. INDAH CARGO DAN TRAVEL MALANG (Defendant). This is because it is similar to the plaintiff's trademark in the same class, "INDAH + device" (IDM000431199).

The defendant's president is a former employee of the plaintiff. The plaintiff had previously reported the infringement of its own trademark to the police, but because the defendant also registered its own trademark, the criminal proceedings had been temporarily suspended.



Plaintiff Trademark IDM000431199



Defendant Trademark IDM000524392

<https://radarmalang.jawapos.com/nusantara/815941052/dua-perusahaan-logistik-di-surabaya-terlibat-sengketa-merek>

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### Trademark "M6" Case (2025.3.9)

On February 26, 2025, BMW AG (Plaintiff) filed the following lawsuit with the Central Jakarta Commercial Court (Case Number 19/Pdt.us-HKI/Merek/2025/PN Niaga Jkt.Pst)

1. To declare that the plaintiff is the legitimate owner of the trademark "M6" (IDM000578653).
2. To order BYD COMPANY LIMITED (Defendant) to cease using the trademark "BYD M6" (Registration Number DID2024122107), which is similar to the plaintiff's trademark (M6).
3. To order BYD COMPANY LIMITED (Defendant) to hand over all goods and products that are similar to the plaintiff's trademark (M6). As of May 19, 2025, this case is under trial.

<https://oto.detik.com/mobil/d-7814006/isi-tuntutan-bmw-ke-byd-indonesia-soal-penggunaan-nama-m6>

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## Trademark Polo, whose is Ralph Lauren? (2025.4.21)

PT Manggala Putra Perkasa (hereafter MPP) had acquired the following trademarks.

NAVYPOLORALPHLAUREN

IDM000031864

(Registration date January 23, 1995)



IDM000099368

(Registration date November 15, 1999)



IDM000274575

(Registration date April 8, 2008)



IDM000646948

(Registration date June 6, 2007)



NAVIPOLORALPHLAUREN



IDM000636356

IDM000556307

(Registration date Mei 20, 2015)

(Registration date Mei 20, 2015)

In response to this, on August 22, 2022, Mohindar HB (hereafter Mohindar) had filed a lawsuit with the Central Jakarta Commercial Court seeking the cancellation of MPP's trademarks, alleging that because he himself had received an assignment from the trademark owner John Whiteley of the trademark "POLO BY RALPH LAUREN" on October 1, 1986, the rights to the said trademark belonged to himself, and that MPP's trademarks were trademarks made in bad faith piggybacking on his own trademark. On October 25, 2022, the court recognized Mohindar's assertions and rendered a judgment to cancel all of MPP's trademarks. Also, MPP appealed to the Supreme Court on May 28, 2024, but the Supreme Court upheld the original judgment.

However, after that, MPP discovered that on August 18, 1995, the Central Jakarta Commercial Court had decided the cancellation of trademark No. 173934. The said judgment had been finalized on June 14, 2001. This means that the basis for the suit by Mohindar for the cancellation of MPP's trademark rights did not exist. On January 9, 2023, MPP accused Mohindar before the Indonesian National Police on the grounds of forgery of official documents. Mohindar is still the subject of a wanted notice as of April 2025.

According to Mohindar's lawyer, to begin with, the trademark "POLO BY RALPH LAUREN" was applied for by John Whiteley on November 20, 1982, and was registered on July 5, 1983. After that, on October 1, 1986, Mohindar received an assignment of the trademark "POLO BY RALPH LAUREN" from John Whiteley, and after that, renewal registrations were done in 1993, 2003, 2013, and 2023.



IDM2022061182

(Registration date December 21, 2023)

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## **Youtuber family, loses damage compensation lawsuit for copyright due to parody song (2025.3.25)**

Lagi Syantik is a prominent song in Indonesia, and PT. Nagaswara Publisherindo (hereafter, PT. Nagaswara) is the copyright holder. On the other hand, the Gen Halilintar family is a prominent Youtuber group consisting of parents and 11 children, and on November 15, 2018, on their own Youtube channel, they released a parody song of Lagi Syantik.

PT. Nagaswara objected to this, and on January 29, 2020, filed a suit with the Central Jakarta Commercial Court, demanding the payment of a fine and 9.5 billion rupiah (approximately 95 million yen) in damages from the Gen Halilintar family.

In response to this, the Central Jakarta Commercial Court dismissed PT. Nagaswara's suit on the grounds such as that the Gen Halilintar family had not obtained monetary profit from the parody song.

Following this, PT. Nagaswara appealed to the Supreme Court on June 2, 2021. On November 15, 2021, the Supreme Court ruled as follows.

1. The parody song by the Gen halilintar family was made and distributed without the consent of the copyright holder. This matter contravenes Article 9, Paragraph (1) items d, h, and Paragraph (2) of the Copyright Law.
2. To electronically reproduce and distribute a copyrighted work without the permission of the copyright holder falls under Article 9, Paragraph (1) items da, b, e and Paragraph (3) of the Copyright Law.
3. Therefore, (it is) ordered that the Gen Halilintar family pay 300 million rupiah (approximately 3 million yen) in damages.

### Copyright Law

#### Article 9

(1) The author or copyright holder as stipulated in Article 8 has the following economic rights:

- a) publication of the Work
- b) reproduction of the Work in all its forms
- c) translation of the Work
- d) adaptation, arrangement, or transformation of the Work
- e) distribution of the Work or its copies
- f) display of the Work
- g) announcement of the Work
- h) communication of the Work
- i) rental of the Work.

(2) Any person who exercises the economic rights as stipulated in Paragraph (1) must obtain permission from the author or copyright holder.

(3) It is prohibited to reproduce and/or use commercially a Work without the permission of the author or copyright holder.

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## Supreme Court, Cancels GS Yuasa's Piggyback Trademark Registration (2025.2.12)

The famous manufacturer of batteries GS Yuasa Corporation filed a lawsuit at the Central Jakarta Commercial Court against Harijanto Suprpto of Indonesia and the Intellectual Property Office Appeal Commission, alleging that the registered trademark GSP (IDM000637375) is similar in its main part to the plaintiff's famous trademark, seeking its cancellation. (November 28, 2019)



Defendant's registered trademark IDM000637375

The plaintiff, in addition to the plaintiff's trademark being famous, submitted evidence that the defendant was selling products closely resembling the plaintiff's products.



In response to this, the Central Jakarta Commercial Court judged that the defendant's trademark was legally registered, that bad faith was not recognized in the defendant's trademark registration, that the plaintiff's trademark and the defendant's trademark are not similar, and that there is no risk of confusing consumers, and did not recognize that the defendant was the origin of the products submitted by the plaintiff as evidence of imitation, and dismissed the plaintiff's suit.

(March 17, 2020) The plaintiff, dissatisfied with this, appealed to the Supreme Court on March 30, 2020. The Supreme Court ruled that GS Yuasa's trademark is a famous trademark, the defendant's trademark is similar to the plaintiff's trademark in its main part, and bad faith is recognized in the defendant's application, and handed down a judgment that the defendant's registered trademark should be cancelled.

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### Exxon's Imitation Trademark Reinstated at Supreme Court (2025.2.10)

Exxon Mobil, the globally famous oil company, had filed a lawsuit at the Central Jakarta Commercial Court against the Indonesian vendors Lie Wie Tjung and Lie Ndo Hendra Rochilly, who filed a trademark application (D002005013104) imitating its old logo, as well as the Directorate General of Intellectual Property, seeking the cancellation of the trademark registration.



Exxon's trademark application

D002016051542



Lie Wie Tjung et al.'s trademark application

D002005013104

Exxon had been using this logo mark from before the war <https://1000logos.net/exxonmobil-logo/>, but, in Indonesia, D002005013104 becomes the prior application. The Directorate General of Intellectual Property, for the reason that it is similar to the prior application trademark D002005013104, rejected D002016051542.

Exxon, dissatisfied with that, files an appeal request, but, is rejected for the same reason. On December 22, 2022, Exxon had filed a lawsuit with the Central Jakarta Commercial Court seeking the cancellation of the trademark registration on the grounds of the fact that D002005013104 had not been used for 3 consecutive years. The court partially recognized Exxon's suit, and handed down a judgment ordering the deletion of some of the goods from D002005013104.

However, Exxon, as only the deletion of those goods was insufficient, appealed to the Supreme Court on June 23, 2023.

In response to this, the Supreme Court stated there was a procedural flaw in the point that Exxon's suit was directly requesting a cancellation due to non-use to the Commercial Court, although it must be dissatisfaction with an appeal decision (Trademark Law Article 30 Paragraph 3), and ordered the Commercial Court's judgment to be entirely cancelled. Due to this, the registration for all goods for D002005013104 was revived.

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### **Sarong Trademark "Gajah Duduk" Mud-slinging Match (2025.1.23)**

In Indonesia, the waistcloth called a sarong is often worn. Even businessmen smartly dressed in suits wear sarongs when praying. The sarong, of which every Indonesian has at least one. Concerning the trademark for this sarong, two Indonesian companies are engaging in a mud-slinging match. The Pekalongan District Court in Central Java Province, on May 23, 2023, handed down a judgment of 1 year and 6 months imprisonment and a fine of 1 billion rupiah (approximately 10 million yen) to an executive of PT Pisma Abadi Jaya (hereafter PAJ) on the charge of trademark right infringement. In response to the appeal by the PAJ executive, the Semarang High Court upheld the district court's judgment (October 18, 2023). The infringed trademark is "Gajah Duduk" IDM000529383 of PT. Gajah Duduk (hereafter GD).



GD is a long-established sarong store founded in 1972, a famous brand known nationwide. The latecomer PAJ claims to have purchased GD's capital and trademark rights for 140 billion rupiah (approximately 1.4 billion yen), and is countering that infringement is not established because GD's trademark rights now belong to PAJ. However, the transfer procedure for the trademark rights that belonged to GD to PAJ is incomplete because the formal requirements have not been met. Therefore, in the records at the Trademark Office, the trademark owner remains GD.

<https://www.renchmark.co.id/dompleng-merek-sarong-legendaris-gajah-duduk-berujung-pidana/>

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### **Flour Trademark "Bogasari" Infringement Case (2025.1.17)**

PT Indofood (Indofood) is Indonesia's largest food company. The company announced at a press conference on November 6, 2024, that 31 tons of infringing goods of the trademark "Bogasari" owned by the company had been seized.

Counterfeit products of Bogasari flour had been circulating in the Bandung area, including Bandung, Cimahi, and Sumedang, for approximately 3 years. The West Java Provincial Police succeeded in seizing approximately 31 tons of counterfeit flour.

The brand with the most infringing goods was Segitiga Biru, approximately 800 bags, 20 tons. Segitiga Biru flour belongs to medium-protein flour, can be used for various types of food, and is widely consumed by the general public.

Approximately 200 bags of infringing goods of the Cakra Kembar brand Bogasari flour, a high-protein flour specialized for the manufacture of bread and noodles, were seized.

The counterfeiters were greedily making unjust profits, selling the infringing flour, which had a cost price of 167,000 rupiah, for 203,500 rupiah.

An Indofood spokesperson called on customers of Bogasari flour to purchase after closely examining the packaging, seal/electronic coupon, and the quality of the contents. "The general public can confirm the authenticity of Bogasari flour products from the electronic coupon label affixed to the packaging of one bag and the seam of the bag. The sewing thread of genuine Bogasari wheat shines when illuminated with an ultraviolet lamp, but if the sewing thread does not shine, it is a fake."

<https://tribrataneews.jabar.polri.go.id/polda-jabar-bongkar-pemalsuan-tepung-terigu-bogasari-indofood-apresiasi-kerja-cepat-polisi/>