



Mondaq Publication: Is Your Brand Well Known In Another Country?

Our Partner, [Reagan Roy](#) Teguh, has authored an article titled, “Is Your Brand Well-Known In Another Country?” in [Mondaq](#), providing advice from his perspective on protecting trademarks in foreign markets.

Growing a brand or trademark internationally requires a substantial effort and investment. While one brand may be well-known in its home country, its recognition abroad can be different. Indonesian law offers protection for well-known trademarks even if they are not registered locally but certain determination factors need to be observed. Applications for the protection of trademarks similar to well-known ones can be rejected, and legal action can be taken to protect the mark. Protecting a brand in burgeoning foreign markets like Indonesia is therefore crucial.

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