

# WELL KNOWN TRADEMARKS

In Indonesia, the term “trademark” is familiar to most of us. One simple meaning of trademark is a certain word(s) and/or logo that leads us to a particular brand. It is used to differentiate one brand from another. As business competition is growing rapidly, the Indonesian public is starting to become more aware of trademarks as distinctive marks and/or logos created to ensure the target markets recognize and remember the related brands. There are therefore many trademarks which most of us consider famous or well-known.

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