

PART I

General Overview of Items (A) – (F)

COUNTRY: INDONESIA

A. HOW TO COMMERCIALIZE INVENTIONS

In Indonesia, the first regulations concerning patents were introduced in 1953. In anticipating new legislation in the field of patents, the minister of justice passed two decrees regarding the provisional filing of patent applications. The decree of the minister of justice no. J.s. 5/41/4 provided for the provisional filing of domestic patent applications while the decree of the minister of justice no. J.g. 1/2/17 provided for the provisional filing of foreign patent applications.

On October 13, 1989, the People's Representative Council (the Parliament) approved a Bill on patents. Law No. 6 of 1989 regarding patents (Patent Law 1989) was ratified by the President on November 1, 1989, and took effect on August 1, 1991.

As provided for in the considerations of the Patent Law 1989, a legal framework on patent is needed to secure the process of creating a climate conducive to the development of research and development of technology as well as for the protection of the fruit of such activities. In the process of national development in general and especially the economic sector, technology plays a very important role in improving and enhancing the industries' performance. The Government of Indonesia also believes that the presence of a free and motivated climate that enables people to develop their ideas, talents and creativity will enhance their quality. The enactment of Patent Law 1989 was also intended to encourage foreign investors and the flowing of technology into the country. The Patent Law 1989 revoked all previous regulations regarding patents.

In 1997 in order to bring the national Patent Law into compliance with the TRIPS Agreement, the Government of Indonesia amended the Patent Law 1989 with Law number 13 of 1997 (Patent Amendment Law 1997). At the same time, the Government also ratified two international conventions related to patents i.e. the Paris Convention for the Protection of Intellectual Property based on Presidential Decree number No.15 of 1997, and the Patent Co-operation Treaty (PCT). The ratification was based on Presidential Decree Number 16 of 1997. The first Decree actually amended Presidential Decree number 24 of 1979 by lifting the reservation of Indonesia on Articles 1-12 of the Paris Convention.

In the preamble to the Patent Amendment Law 1997 it is said that in order to create a better climate for the growth and development of research activities which in turn will result in technological inventions, it is necessary to amend the Patent Law 1989. Such amendment is due to the rapid development of Indonesian society, particularly in the field of the economy both nationally and internationally. The amendments which were made include, among others, the extension of the period of patent protection from 14 to 20 years, and the insertion of a right to prohibit importation.

The latest amendment to the Patent Law was made in 2001. On August 1, 2001, the Government of Indonesia enacted Law number 14 of 2001. This new Patent Law came into force on the date of its enactment and thereby repealed the previous laws on patent.

Despite the availability of intellectual property on patent law and its regulation, it clearly understood that successful inventions involve commercialization. Besides, the process of commercialization of innovations and inventions includes the participation of various stakeholders, among others: universities and R&D institutions, researchers and inventors, sponsors, technology transfer units, national patent offices, Government, and the public. Each of these stakeholders contributes in one way or another to the process of generation and commercialization of innovations and inventions.

In Indonesia, along with the short period of implementation of the national Patent Law and the increasing level of awareness of the public, particularly researchers at universities and R&D institutions, the commercialization of domestic inventions is not yet very advanced.

It is noted that the growing number of domestic patent applications is not in line with the success achieved in commercializing the patented inventions. There may be good reasons for this, and the major ones could include the following.

The majority of patent applications were filed by universities and Government R&D institutions (only a small percentage was filed by local small and medium-sized enterprises or industries). Meanwhile, it has been indicated that many of the university and institution research results implemented by industry or which reach the market rely on the capacity of the researchers in building networks and trust towards the user industry, although only very few have such a capacity. In some cases, the inventors work in isolation from industry and the markets. Hence, it is not an easy task to convince industries/companies, which are potential users of the inventions when they are not interested in producing or marketing them. Besides, most of the universities and institutions are Government-owned and are non-profit organizations.

In addition to that, although hard work has resulted in the patented inventions, they are not ready to be commercialized as market studies were either not undertaken in advance, or they are still in the early stages where further investigation and work are still required. Moreover, universities or R&D institutions are also usually lacking in sufficient financial support for manufacturing the relevant inventions.

Up to the present, in line with the growing awareness towards intellectual property (IP), as a result of the intensive awareness programs carried out by the main IP stakeholders, the above challenges have led to the establishment of in-house IP service units/centers within some universities and R&D institutions, which also offer their services externally including to small and medium-sized enterprises. However, there is still an issue of the competence and capacity of the IP centers to provide a proper quality service, both for managing the proper IP protection and managing its commercialization.

Taking account of the facts, a more careful assessment and more extensive coordination are required in engaging all stakeholders in every stage of development so as to solve the existing difficulties and support the commercialization of inventions.

B. HOW TO PROFIT FROM ORIGINAL INDUSTRIAL DESIGNS

Three years after revising the laws on patents, trademarks, and copyrights in 1997 and as the consequence of being a signatory to the TRIPS Agreement, the Government of Indonesia promulgated four new laws on intellectual property i.e. Law number 29 of 2000 regarding the Protection of New Plant Varieties, Law number 30 of 2000 regarding Trade Secrets, Law number 31 regarding Industrial Designs, and Law number 31 of 2000 regarding Layout Designs of Integrated Circuits. By passing these new laws, Indonesia seems to have a complete set of laws on intellectual property.

With the enactment of the Industrial Design Law 2000, the provisions on industrial designs as laid down in Article 17 of Law number 5 of 1984 regarding Industry are no longer valid. Under Industrial Design Law 2000, an Industrial Design is defined as a creation on the shape, configuration, or the composition of lines or colors, or lines and colors, or the combination thereof in a three- or two-dimensional form which gives an aesthetic impression and can be realized in a three- or two-dimensional pattern and used to produce a product, goods or an industrial commodity or a handicraft. The right to an industrial design is granted on the basis of its application to a design which is new and protected for a period of ten years as of the filing date.

The procedure for application of industrial designs is regulated by Government Regulation number 1 of 2005.

Compared with other fields of intellectual property, industrial design seems to be special in terms of the scale of fees applied. In order to encourage the use of intellectual property rights by local industries, especially small and medium-sized enterprises (SMEs), the Government of Indonesia stipulates a special table of fees for SMEs, which is half of the normal cost.

With regard to membership of international conventions on industrial design, Indonesia has been recorded by WIPO as a signatory to The Hague Agreement on the International Deposit of Industrial Designs (London Act 1934). Indonesia is currently studying the possibilities of renewing its membership in the Agreement by ratifying the newer Act i.e. The Geneva Act 1999.

In order to maximize the benefits of the law and regulations in the field of industrial design, the following should be considered in order to profit from original industrial design:

- Evaluation of the feasibility of the original design
- Technical and economic analyses
- Study and fabrication of models and prototypes

- Market study
- Seeking and setting-up of partnerships
- Financial engineering
- Assignment of designs or acquisition of licenses
- Preparation of a strategy
- Keeping proper record

C. CONTRIBUTION OF TRADEMARKS TO BUSINESS DEVELOPMENT

On October 11, 1961 the Government of Indonesia enacted Law Number 21 regarding Company Marks and Trade Marks (Trademark Law 1961) to replace the colonial Trademark Law. The Trademark Law 1961 was the first intellectual property law created by the Indonesian Government. It came into force on November 11, 1961. The enactment of Trademark Law 1961 as stated in its preamble was necessary in order to protect the public against counterfeit goods by those using a trademark which is already known to it as a guarantee of high quality.

The Trademark Law 1961 adhered to the declarative system of trademark rights. Under the system, trademark rights were based on the principle of first-use according to which the right to a trademark belongs to the first user of the trademark in Indonesia. Article 2 paragraph (1) of Trademark Law 1961 provides that 'the special right to use a trademark to distinguish goods produced by a company or the trade goods of a person or an entity from goods of other person or other entities is granted to whomsoever uses such trademark for the first time for the above mentioned purpose in Indonesia'.

On August 28, 1992 the Government of Indonesia enacted law number 19 regarding trademarks (trademark law 1992). The trademark Law 1992 came into force on April 1, 1993, and replaced the trademark law 1961. The trademark law 1992 introduced the system of rights to trademarks. Under the system, the first registrant in good faith is to be regarded as being the rightful owner of the trademark.

In 1997 together with the two laws in the fields of copyright and patents, the government of Indonesia also amended the Trademark Law 1992 with the enactment of law number 14 of 1997 (trademark amendment law 1997). Similar to the copyright and patent laws, the amendment of trademark law 1992 was made due to the rapid development of society, particularly in the field of the economy both nationally and internationally. The amendment was further intended to create a better climate for the growth and development of trade and investment activities.

The amendments to the Trademark Amendment Law 1997 include, among others, provisions on the protection of well-known marks to conform to the TRIPS Agreement, and the provisions on geographical indications and sources of origin. At the time of the revision of the Trademark Law, the Government of Indonesia also ratified the Trademark Law Treaty (TLT) based on Presidential Decree number 17 of 1997.

The latest development in trademark law in Indonesia has been the enactment of Law number 15 of 2001 to replace the previous laws on trademarks. In this latest version, protection on geographical indications is also covered. A further regulation on geographical indications is however being finalized at the moment, taking account of the importance of the existence of signs which indicate the place of origin of goods, which due to their geographical environment factors (including the factor of the nature, the people, or a combination of the two) give a specific characteristic and quality to the goods produced. Further, Indonesia is currently studying the possibility of joining the Madrid Protocol on the International Registration of Trademarks.

Compared with other intellectual property applications, trademark applications are the most numerous. While the daily average application rate for patents is 10, industrial designs five, copyright four, the daily average application rate for trademarks is 150. Not only does this result from the simplicity in obtaining such a right, but it also shows the public trust towards the existence of such a protection system. Although five hundred years ago, Shakespeare stated: "What's in a name? That which we call a rose, by any other word would smell as sweet." in this rapidly changing world where competition plays an important role, it is acknowledged that it is no longer possible for a product or service to have a long life or even survive without a means to indicate or introduce its existence, typified by a trademark or brand name.

From a study undertaken in 2004 by LPEM² - University of Indonesia, which has remarked on the high cost of infringement, it is clear that the contribution of a trademark to such an illegal business is not an exaggeration. The study found out that counterfeiting across 12 sectors³ of the economy reduced the 2002 GDP by 2.1 trillion IDR (\$ 224 million USD), Government value added tax (VAT) and corporate tax receipts by 313.1 billion IDR (\$ 33.6 million USD) and employment by the loss of over 124,000 jobs. It is true that there are several reasons for a person using counterfeit products, namely. function, brand, effectiveness, suitability, and price; and that in general, the percentage of use of counterfeit products because of loyalty to a certain brand is less significant. However, as a brand name (trademark) is always used in introducing any kind of product, its role in such infringement cannot be considered insignificant. As the study was limited to 12 sectors representing 1.4% of the Indonesian economy, it can be imagined that the true loss to Indonesia, based on the figures given above is likely to be very high.

Further, in this era of globalization, where technology and telecommunications play an important role, a successful trademark no longer denotes only the success of an individual owner or company. It goes far beyond that as it may reflect the image and achievements of its country of origin.

Once a trademark is accepted by consumers (and later on becomes well-known), experience has shown that it facilitates further business development. A trademark which in the past only dealt with a certain product in a specific class may extend its

² Lembaga Pengkajian Ekonomi Masyarakat (Institute for Economics and Social Research)

³ The 12 sectors are: Non-Alcoholic, Beverages, Cigarettes, Leather, Footwear, Pesticides, Pharmaceuticals, Cosmetics, Automotive and Machinery Lubricants, Water Pumps, Office and Electronic Equipment, Lighting Equipment and Automotive Parts.

scope (if considered suitable and marketable) not only to cover the whole (or some) products in that class but also to cover other products in other classes. At the same time, such a success will further support the increase in licensing or franchising such products or services covered by the trademark that ensures its remarkable achievement.

It is clear that to keep it alive and to help it grow, a trademark should be maintained in a proper manner. Besides skillful advertising, good quality control and supervision to ensure the very best quality for products and/or services offered should be designed and undertaken very carefully. A regular survey is advisable so as to detect market acceptance and possible competition or even infringement as early as possible.

D. CONTRIBUTION OF COPYRIGHT

On April 12, 1982 the Government of Indonesia enacted Law Number 6 on copyright (Copyright Law 1982) to replace the colonial Copyright Law. As stated in its preamble, the passage of the Copyright Law 1982 was intended to encourage and to protect the process of creation and dissemination of works in the field of science, the arts and literature as well as to accelerate the growth of the educational and intellectual life of the nation.

On September 19, 1987 the Government of Indonesia enacted Law Number 7 (Copyright Amendment Law 1987) to amend the Copyright Law 1982. In the preamble to the Copyright Amendment Law 1987, it is explicitly stated that the amendment of the Copyright Law 1982 was due to the increase in copyright infringements that could endanger the structure of social life and diminish creativity.

Following the enactment of the Copyright Amendment Law 1987, as the implementation of amended Article 48 of the Law, the Government of Indonesia established a number of bilateral agreements on copyright protection with, among others, the European Economic Community, the United States of America, Australia, the United Kingdom.

A decade later, in 1997, Indonesia revised the Copyright Amendment Law 1987 with law number 12 (Copyright Amendment Law 1997). In addition to fulfilling its obligations under the TRIPS Agreement, the objective of the amendment of the Copyright Law is to establish more effective legal protection on intellectual property rights, especially, in the field of copyright, due to the rapid development of society particularly in the field of the economy both nationally and internationally. Such establishment will create a better climate for the growth and development of a creative spirit in the fields of science, art and literature that is very important for national development. Moreover, the shortcomings in the implementation of the Copyright Law 1982 also contributed to the need for the amendment.

With regard to Indonesia's obligations under the TRIPS Agreement, there are two new elements introduced in the Copyright Law, i.e. provisions on neighboring rights and rental rights. In connection with neighboring rights, there are three new definitions on performers, producers of phonograms and broadcasting organizations that have been

added in Article 1 of the Copyright Law. A performer is defined as an actor/actress, singer, musician, dancer or person who performs, acts, shows, sings, communicates, recites, or plays a musical composition, drama, dance, literary work or any other kind of artistic work. A producer of phonograms is defined as a person or legal corporate body that in the first instance records or finances the activity of recording a performance as well as other kinds of voice or sound. A broadcasting organization is defined as an organization, which controls broadcasting, either a Government broadcasting agency or private broadcasting agency, being a legal body that broadcasts a work through wire or wireless transmission or other electronic systems.

Of the provisions on rental rights, the law provides that an author and/or a recipient of a copyright on a cinematographic work or computer program has the right to give permission or to prevent another person who without his prior approval uses the work concerned for commercial purposes.

At the same time as the enactment of the Copyright Amendment Law 1997, the Government of Indonesia also ratified five international conventions in the field of intellectual property rights. In the field of copyright, two conventions were ratified i.e. The Berne Convention for the Protection of Literary and Artistic Works, based on Presidential Decree no.18 of 1997, and the Wipo Copyright Treaty, based on Presidential Decree no.19 of 1997.

In an effort to improve the implementation of the Copyright Law and considering the development of a copyright regime at the international level, on July 29, 2002, the Government of Indonesia enacted a new law on copyright i.e. Law number 19 of 2002. This law came into force on July 29, 2003, and replaced the previous laws on copyright.

The new copyright law contains new elements, among others, regarding the protection of databases, and technological control measures.

In December 2004, the Government of Indonesia ratified another international convention in the field of copyright i.e. the WIPO Performances and Phonograms Treaty (WPPT), based on Presidential Decree number 74 of 2004.

Based upon the assessment undertaken by IIPA4 in 2004 a value of \$191.6 million USD was reported as the estimated trade loss due to copyright piracy (through motion pictures, records and music, business software, and books) in Indonesia. It is true that the owners of the pirated copyright are foreigners; however, the loss of Government tax from such copyrighted products, the creation of a climate that attracts foreign direct investment (FDI), and more importantly, the damage to national pride, is inestimable.

According to an International Data Corporation (IDC) Economy Impact Study released in 2003, it was estimated that a decrease in Indonesia's piracy rate by 10 points within four years could have added a value of \$1.9 billion USD to its economy. Further, it will also create more than 4,000 well-paid high-technology jobs, as well as generate \$100

⁴ International Intellectual Property Association

million USD in additional tax revenues to the Government (source: www.bsa.org/indonesia).

Although so far Indonesia does not have a name as famous as Walt Disney whose copyrighted works has been enjoyed by people in almost all countries round the world, resulting in prosperity for his family and certainly also for his country, contributions from several creators - such as the distinguished Gesang, GM Sudarta, Bagong Kusudiarjo, Raden Saleh, Rendra, Titiek Puspa, Bimbo, Kris Dayanti, and thousands more - on their copyrighted works are quite significant. It is noted that such magnificent creations have not only provided much enjoyment and resulted in tax revenues for the Government, but more importantly, they offer many job opportunities

While acknowledging the impressive results from the achievements of advanced development in the last few decades in the field of technology, and especially that which deals with telecommunications and audio systems, it is noted that such development has also been responsible for a catastrophic drawback as it enables very fast and not-easily detected mechanisms capable of producing instant illegal copies to flourish. Sometimes they even offer better quality than the originals.

For the last few years, Indonesia has been seen as a 'paradise' for IP pirates. One of the arguments has been weak law enforcement. In an effort to strengthen the enforcement of intellectual property laws, the Government of Indonesia has taken a number of important measures, which include among others:

- The improvement of coordination among institutions responsible for law enforcement such as the police, public prosecutors, the judiciary, the customs as well the Directorate General of IPR. On June 10, 2003 a Memorandum of Understanding between the Ministry of Justice and Human Rights and the Indonesian National Police regarding the Tackling of Criminal Actions in the Field of Intellectual Property was signed. This was followed by the establishment of a National Task Force on the tackling of IPR infringements with the Decree of Minister of Justice and Human Rights No M-72.PR.09.02 of 2003 dated September 2, 2003.
- Notification by the Directorate General of IPR to all shopping malls in the area of Jabotabek (Jakarta, Bogor, Tangerang and Bekasi) and other major cities in Indonesia NOT to provide or rent spaces to sell fake or counterfeit goods. The Directorate General of IPR has also sent warnings to thousands of companies particularly large and medium-sized companies NOT to use pirated computer software. Similar letters regarding the use of licensed software and free open-sourced software have also been sent to all government institutions.
- Joint operations between the police, the customs and the civil service investigators of IP of the Directorate General of IPR in conducting raids on counterfeit/pirated goods.
- Capacity building of law enforcers (police, public prosecutors, the judiciary, customs, and civil servant investigators) through various education and training

programs including seminars and workshops. A curriculum on IP law enforcement has also been developed by the Directorate General of IPR with assistance from the Japanese International Cooperation Agency.

- The stipulation of a number of regulations to anticipate and combat IP piracy, especially on optical products (CDs, VCDs, DVDs):
 - i. Government Regulation No 29 of 2004 (October 5, 2004) regarding High Technology Production Facilities for Optical Discs.
 - ii. Decree of the Minister of Trade and Industry No 645/MPP/Kep/10/2004 (October 18, 2004) regarding the Provisions on Importation of Machines, Machinery Equipments, Raw Material and Optical Discs.
 - iii. Decree of the Minister of Trade and Industry N^o 648/MPP/Kep/10/2004 (October 18, 2004) regarding the Report and Supervision of Companies of Optical Disc Industries.

E. VALUATION AND ASSESSMENT OF IP RIGHTS IN BUSINESS ENTERPRISES

It might be worthwhile to discuss how small and medium-sized enterprises survive, compete, and grow in this era of globalization as data from the Statistic Agency of Indonesia (Badan Pusat Statistik - BPS) show that the small and medium-sized enterprises' (SMEs') performance has slightly improved in the recent years. While in 2000, SMEs could only reach 54.5% of Gross National Product (GDP), in 2003 GDP from the SMEs reached a value of IDR 1,013.5 billion (56.7% of GDP). SMEs also play an important role in absorbing manpower (which involved 79.0 million workers in 2003 or 76.94% of the total labor force).

In the beginning, the prominent persons involved in the attached success stories could certainly be categorized as SMEs. Remarkably, they showed how a systematic and careful evaluation and assessment was undertaken by the inventors and trademark creators. It certainly was not by chance, but with patience and dedication that they succeeded and, as suggested by Okongwu⁵, that such evaluations and assessments need to involve: the innovator (inventor/researcher); the entrepreneur (venture capitalists, marketers, etc); plant designers; and most importantly, the user.

Though there are no rigid formulae on evaluation and assessment of an innovation, there are however some basic guidelines, details of which vary, depending on the innovation and the application(s). The user's (consumer's) social attitudes, affluence, etc. will, to a large extent, determine the mode and design of the evaluation criteria.

⁵ Dr. D.A. Okongwu, Director, National Office for Technology Acquisition and Promotion (NOTAP), Abuja; Evaluation and Assessment of R&D Results and Inventions for Their Marketing and Commercialization; WIPO Regional Seminar On Invention and Innovation in Africa, Abidjan, September 1 - 3, 1999

It is clearly understood that research and development results and inventions are important components of the innovation process and must be subjected to a systematic and careful evaluation and assessment before they can be transformed into marketable products. An invention or research result is only useful when it meets the needs of the market (demand), when it has been successfully commercialized. The ultimate destination of every innovation is the market place, where it has to serve a particular need. Unfortunately, it is widely recognized that a great majority of inventions and research and development results do not make it to the market.

The following components are usually considered in evaluation and assessment before introducing an invention (a creation) to the market:

- technical issues;
- intellectual property rights issues;
- socio-cultural issues;
- commercial, marketing, economic and business coordination, etc.;
- legal, regulatory issues;
- capital-cost, investment level, ownership structure;
- profitability;
- product utilization/application and definition.

Answers to the following questions⁶ were therefore carefully analyzed, examined, and judged:

- does the technology offer a cheaper and/or a better way of accomplishing something?
- are there competing technologies available and if so how much better is this invention?
- does the invention provide a technological answer to an existing problem?
- does it have the potential for creating a new market?
- how much investment, in both time and money, will be required to bring the invention to the marketplace?
- will the inventors continue to work on the invention?
- what will be the potential pay-off for a company that invests in the development of the invention?

⁶ Anonymous, Draft Guidelines on Developing Intellectual Property Policy for Universities and R&D Organizations, Document Prepared by the Secretariat of the World Intellectual Property Organization (WIPO)

Nowadays, for the sake of effectiveness and with support from the advancement of technology and telecommunications, novel products are usually made locally and no longer shipped round the world. However, the ability to make them may still depend on technology and techniques patented or laboriously acquired elsewhere. In this regard, business people must be prepared to pay for the licensing of skill and knowledge that they require, in the most cost-effective way in developing a new business.

It is acknowledged that protection of proprietary rights is often required so as to encourage a company in risking the investment of its human and financial resources in developing its creation or invention, while in some other cases an exclusive license may be required in order to give a company an incentive to undertake commercial development and production.

F. ACCESS TO CAPITAL BASED ON IP ASSETS-FINANCIAL SCHEMES (LOANS, GRANTS) BY GOVERNMENT INSTITUTIONS AND WITH PRIVATE CAPITAL.

In an effort to maximize the utilization of the intellectual property (IP) system, especially by universities, research and development institutions (R&D), and small and medium-sized industries (SMEs), the role of the Government is indeed very important. In Indonesia, a number of Government institutions, among others the State Ministry for Research and Technology (SMRT), and Directorate General of Higher Education (DGHE) - the Ministry of National Education, have formulated a scheme of short-term financial assistance for individual local inventors, members of universities, and R&D institutions, as well as SMEs who will submit patent applications for their inventions.

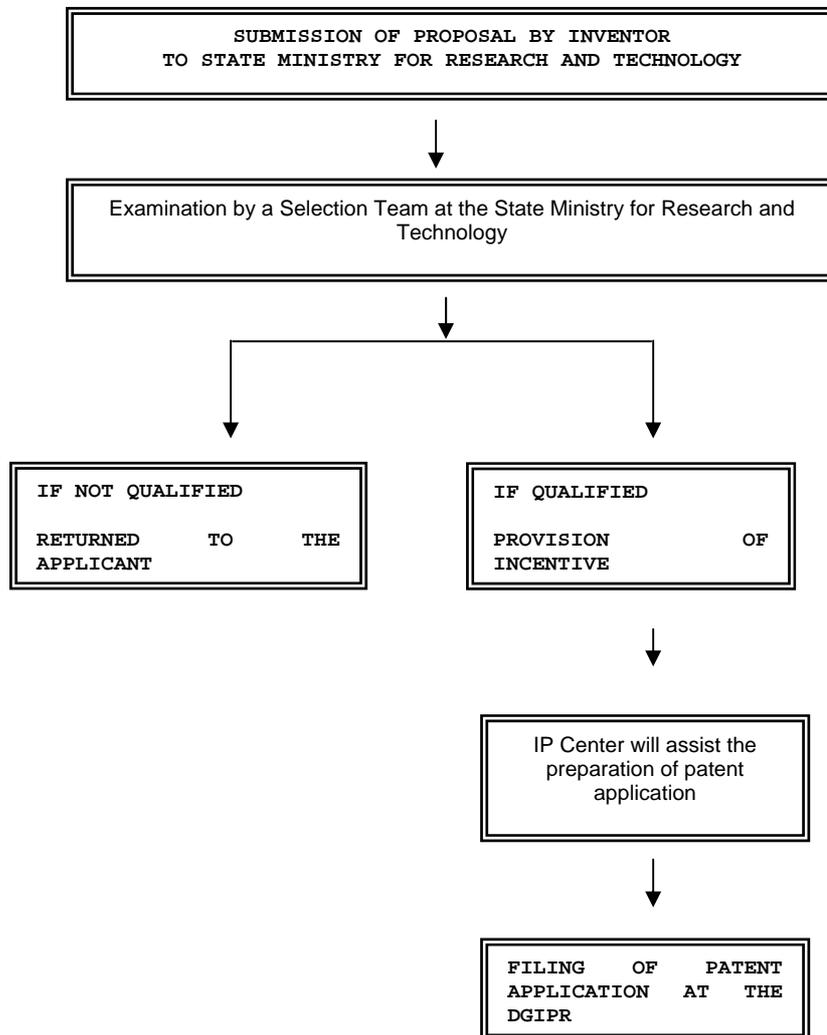
The objective of the short-term programs, which includes the so-called “Obtaining Patent Program” (*Program Oleh Paten*) is:

- to demystify implementation of IP systems;
- to stimulate universities and R&D institutes in utilizing IP systems, with special emphasis on obtaining patents for activities they undertake;
- to increase the number of domestic patents.

For the last five years, through such programs, the SMRT has provided selected inventors with an incentive by paying the fees for obtaining a patent, in order to cover the cost required from the application to the issuance of the patent certificate.

Almost five years of implementation, the program has been found to be very useful, especially for researchers and scientists from universities and R&D institutions who have extremely limited financial resources. Under the program, 212 patents have been granted by the Directorate General of Intellectual Property Rights (DGIPR). It is expected that through this kind of support program the number of domestic patents will increase significantly.

The procedure, which has to be followed under the scheme of Obtaining Patent Program, can be summarized as follows:



In addition to the Obtaining Patent Program, the SMRT has also launched the Obtaining Industrial Design Program, which follows similar lines.

Further, in the last four years, initiated and sponsored by the SMRT, a number of the so-called “IP Centers or IP Management Offices” at universities and R&D institutions have been established with the object of assisting inventors and researchers within their institutions in obtaining and managing their intellectual creations. Selected IP Centers or IP Management Offices have also received financial assistance from the State Ministry for Research and Technology to set up their offices.

Besides the SMRT and the DGHE, the Ministry of Industry through the Directorate General of Small and Medium Industry (DGSMI), also has a program for assisting SMEs in asserting their intellectual property rights.

The short-term program is mainly targeted at stimulating the awareness and growth of IP systems, although, budget constraints seem to present a significant factor in impeding the possibility of its being sustained further. As a short-term program, it is certainly not meant to be automatically extended. Further assessment is however needed to determine the proper period for executing such an important program, whether a five, 10, or 15 year program would be considered as sufficient.

Despite budget constraints (after implementation of the short-term programs in the last five years), it seems that efforts to maximize the utilization of the IP system for the country's benefit are still expected to be continued. In this regard, the Government is expected to prepare other incentive programs.

PART II: SUCCESS STORIES

Case Study 1

GENERAL INFORMATION

COUNTRY : **Indonesia**

COMPANY NAME : Indonesian Planter's Association for Research and Development, Department of Agriculture.

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Description of Success Story:

Title

Nutrient-solubilizing and aggregate-stabilizing biofertilizer.

Type of IP concerned

TM : **EMAS** (Enhancing Microbial Activities in the Soils)

Patent : ID 0 000 206S

Background

Large areas of poor-quality soils have been developed for plantation. Low nutrient availability, organic matter content, and low microbial activity in this soil type have resulted in low fertilizer use efficiency. Naturally, under humid-tropical conditions, fertilizer loss through leaching, volatilization, and/or fixation represents an economic loss as well as potential environmental contamination. The inefficient use of conventional fertilizers is still part of current agricultural practices. Studies have shown that crop productivity is closely related to the ability of plant roots to extract water and nutrients efficiently from the soil. Further, the function of the roots is governed by an integrated set of biological processes.

A biotechnological approach is then assumed to be able to enhance the emergence of biotechnology in soil management, and provide a new approach in tackling many problems which remain unsolved by current technology. Manipulation of soil microbes offers an efficient technique to stabilize soil aggregates, increase nutrient uptake, control soil-borne pathogens, and accelerate the decomposition of solid organic waste, without adding new pollutants to the environment. Biofertilizers are basically microorganisms which can improve the availability of nutrients to plants. They are believed to have been an important component of sustainable agriculture, as they can reduce the use of chemical fertilizers. In addition, microbial inoculant is believed to be potentially effective in inducing microbial activities in the rhizosphere. It is thought that by improving rhizospheric microbial activities by biofertilizer application, this may result in the enhancement of nutrient solubilization and consequently less conventional fertilizer will be needed.

Development and use of IP in business strategy

Pilot scale development of EMAS biofertilizer technology was constructed based on previous results in collaboration with Project Management of the Ministry of Research and Technology i.e. RUT⁷ II (1994-1996), and RUK⁸ II (1996-1999), in collaboration with PTP⁹ Nusantara I, IV, VII, VIII, and XIV. The goal of this project is to provide farmers with an efficient biofertilizer capable of reducing conventional fertilizers commonly applied on marginally-suitable soils. Research results in 1994-1995 provided a prototype for a biofertilizer product. Previous studies undertaken on this project indicate that multi-isolate inoculums were more effective in improving soil nutrient availability and stable aggregate formation the single-isolate. Based on this evidence a biofertilizer formulation was prepared in granular form consisting of non-symbiotic N-fixing bacteria *Azospirillum lipoferum* (BCC 2369), and *Azotobacter beijerinckii* (BCC 2368), phosphate-solubilizing *Aeromonas punctata* (BCC 2367) and *Aspergillus niger* (BCC F194). They also offer the possibility of solubilizing barely soluble phosphate, whereas the latter species can induce the formation of stable soil aggregate intended for increasing fertilizer use efficiency on marginally-suitable soils. Some of them have a capacity to improve other nutrient solubilization. All of these microbes are native to Indonesian Ultisols soil.

⁷ Riset Unggulan Terpadu (incentive research programs undertaken by universities or R&D institutes)

⁸ Riset Unggulan Kemitraan (incentive research programs undertaken by universities or R&D institutes in collaboration with private institutions)
Both incentive research programs are managed and coordinated by the Ministry of Research and Technology to boost research development in Indonesia

⁹ Perseroan Terbatas Perkebunan (state-owned plantation enterprise)

The pilot production technology of EMAS biofertilizer was an intermediate step before embarking on a commercial scale within a series of technology developments. Prior to that, laboratory and green house experiments were undertaken. These activities were carried out in 1996-1999 (RUK II). Development of pilot scale EMAS production technology was based on an efficient principle of bioprocess technology that offer a simple methody, cheap and abundant materials, and an effective product output.

EMAS was prepared in granular form, in sizes of 2-4 mm by using a mixture of minerals and inland peat as a carrier, and packed in 25 kg bags (Fig 1 and 2). Field experiments were conducted in plantation crops (tea, rubber, cocoa, palm oil, and sugar cane), food crops (rice and corn), horticulture (potatoes), and herbs. Application of EMAS has shown that it can reduce the use of conventional fertilizer by up to 50%. In addition, introduction to the soil provides a more stable soil aggregate and improves soil fertility. The other benefits of EMAS are (i) offering a 10-30% saving on cost of fertilizer, (ii) environmentally-friendly practice, and (iii) applicable to any type of crops. Finally, the combined effects of EMAS application could be generated from cost savings on storage, labor, transportation, etc. The process was patented in 1998 in Indonesia under Patent No. ID 0 000 206S.

For commercial purposes, a consortium of PTP Nusantara III, V, VII, and VIII set up a company called PT Bio Industri Nusantara (Bio Nusa) on November 10, 1999. The company's office is located in Bandung, whereas manufacturing of EMAS is done at Purwakarta. The technology for the production of EMAS by PT Bio Industri Nusantara is under license to the Biotechnology Research Institute for Estate Crops (BRIEC). This product has been registered for commercial production and marketing at the Department of Agriculture under registration number of G 798/BSP/X/2001.

Impact on Productivity

Since 1997 the EMAS biofertilizer has been produced semi-commercially at a capacity of 10 tons/day. An up-scaled plant has been constructed by PT Bio Industri Nusantara (Persero) with a production capacity of 10,000 tons/year. Unlike chemical fertilizer, EMAS biofertilizer will only be produced once orders are placed. This is because the microbes in EMAS biofertilizer have a viability of a maximum of 12 months.

EMAS biofertilizer has proven its high potential for increasing fertilizer use efficiency of hevea rubber through the reduction of conventional fertilizers on highly weathered tropical soils. These results indicated that the microbes played an important role in improving the effectiveness of fertilizer use. Similar phenomena were observed on other crop species i.e. tea, cocoa, and sugar cane. In addition, in various palm oil plantations, a combination of 250 g EMAS biofertilizer per tree per semester with a 75% reduction in conventional fertilizer per tree can give a similar fresh fruit bunch (FFB) yield to a 100% application of conventional fertilizers.

The justification of economic feasibility for EMAS biofertilizer application is based on cost reduction of fertilizer. EMAS biofertilizer could save national fertilizer costs at Rp. 1.5 T/year value. Results of financial analyses indicate that the development of EMAS manufacture with Rp. 9.625 billion investment funds could reach NPV¹⁰ at Rp. 14.23 billion, 72.21% IRR¹¹, 1.30 B/C¹², leading to a positive cash flow cumulative in the fourth year or twenty months after production. This indicated that the manufacture of EMAS biofertilizer could lead to a positive value of NPV, with an IRR value higher than the rate of bank lending (commercial), and with a B/C > 1. It is not therefore an exaggeration to conclude that the project is a feasible one.

¹⁰ Net Present Value

¹¹ Internal Rate of Return

¹² Benefit Cost Ratio



Figure 1.
EMAS biofertilizer packed in a 25 kg bag.



Figure 2.
EMAS biofertilizer - in granular appearance - with a one year stability guaranteed.

INVENTOR'S PROFILE

Dr. Didiek Hadjar Goenadi is a Research Professor in Soil Sciences at the Indonesian Biotechnology Research Institute for Estate Crops, Bogor, Indonesia. Born in Kediri, East Java, on April 4, 1958, he received his professorship of research in 1995. He is the author of hundreds of papers published in several national and international scientific journals. He has also translated English-language books into Indonesian, namely *Principles of Soil Chemistry* (1992), *Fertilizers Technology and Use* (1993), and *Interactions of Soil Minerals with Natural Organics and Microbes* (1997). He has also written an Indonesian-language book entitled *Key Success for Inventors* (2004). Dr. Goenadi is a member of the International Soil Science Union, Soil Science Society of America, Agronomy Society of America since 1985, the President of the Indonesian Soil Science Society (1999-2003), the President of the Indonesian Inventors' Association (1999-present), and the Advisor to the Research and Technology Minister for Economical, Industrial, and Trade Affairs (2000-2003). In 2002, he was appointed as Executive Director of the Indonesian Planter's Association for Research and Development, Department of Agriculture. He received the M.S. degree (1986) and a Ph.D degree (1989) in Soil Sciences from the University of Georgia, Athens, GA, USA. Additionally, Dr. Goenadi has received numerous awards, i.e. Phi Kappa Phi (1986), Outstanding Academic Achievement (1986), *Satya Lencana Wirakarya Pembangunan* (1998) from the President of the Republic of Indonesia, and IPR Awards (2001) for his first Patent of EMAS Bio-fertilizer (1998). His other inventions that have been patented are *RhizoPlus* (1999), *OrgaDec* (2000), *Bio-P* (2005), and *Bio-SP* (Patent Pending).

Case Study 2

GENERAL INFORMATION

COUNTRY : **Indonesia**

COMPANY NAME : PT Es Teler 77 (Co, Ltd)

CONTACT ADDRESS

Contact Person : Sukyatno Nugroho

Designation : Es Teler 77 Juara Indonesia

Business Address : Roxy Mas C3/21-22, Jl. K.H. Hasyim Ashari, Jakarta-Indonesia

Tel No. : +62 21 633 8085

Fax No. : +62 21 630 7857

E-mail : info@esteler77.com

Home Page : www.esteler77.com

Description of Success Story:

Title

Special drink called “Es Teler 77”

Type of IP concerned

TM : Several Trademarks on Goods and Services

Background

In the era of globalization where free trade and competition on the provision of product quality plays an important role, it is acknowledged that success in facing such challenges does not merely depend on formal education. In addition to hard work, dedication and intent, people who succeed usually have good motivation and high creativity. Sukyatno Nugroho, one of the founders and owners of ES TELER 77 Company could be considered as one among those who has succeeded.

He was born in Pekalongan, Central Java on August 3, 1946. Years ago, with his Junior High school certificate, he went to Jakarta, following his uncle who taught him how to become a good merchant. At the beginning of his career as a merchant, he sold various kinds of goods such as buttons, combs, and electronics. At that time, he had to work far from Pasar Pagi, West

Jakarta to Jatinegara, East Jakarta to sell his goods. A man whose Chinese name is Hoo Tjioe Kiat was indeed in despair but his fighting spirit was ignited and he was motivated by his uncle. His past experience in handling various jobs has - to a certain extent - helped in forming his attitude, personality, performance and success. Those experiences ranged from working in a service bureau, then in an advertising and printing company, after which he became a supplier, and later on a contractor for official houses where the builder was at that moment involved in an unexpected dispute.

1982 could be noted as an important milestone in his life. This started when his mother-in-law, Mrs. Murniati Widjaya, won a prestigious cooking competition and became the Indonesian Champion in preparing a traditional Indonesian drink called es teler which later became the well-known ES TELER 77 drink. Although it only consists of coconut, jack fruit, vanilla syrup, milk, and ice, its special recipe has been acknowledged to create a delicious taste. Based upon that award, his father-in-law, Trisno Budiyo got an idea to open a small kiosk to sell the drink to the public using the slogan: “Juara Indonesia” (which means Indonesian Champion) in front of the kiosk.

Initially, ES TELER 77 was just a small street vendor in an ordinary kiosk outside a well-known Duta Merlin shopping center located in Jalan Hayam Wuruk in the center of Jakarta, with only five employees. Although things were looking good in its early stages for ES TELER 77, quite frequently, the little canteen had to be closed due to floods in the rainy season. It is true that being a small canteen, it was often treated unfavorably by the management of the shopping center. For example, one day the management raised the rent of the space by almost 150% without prior notice. Of course, ES TELER 77 had very little bargaining power at that time. The worst came when the management forced the business to move out with only a few days’ prior notice.

The name ES TELER 77 came up during a big family reunion, when all members of the family gathered. In the event, instead of only using the name ES TELLER, one of them proposed the inclusion of number 77 – which, in Chinese society is believed to be lucky - as part of the name of the kiosk. From then on, the brand name of ES TELER, with the additional number 77 was created. The “ES TELER 77 - Juara Indonesia” later became the company's trademark which has become well-known now.

In order to make the brand name ES TELER 77 better known, Sukyatno, sponsored many unique competitions such as “Becak (traditional tricycle vehicles) Race”, or national record-breaking (Indonesia Record Museum/MURI) such as the biggest Christmas tree. Through such activities, publicity for ES TELER 77 as well as proclaiming its existence in various mass media including television has attracted more and more customers.

Having moved several times, Sukyatno was finally able to rent a kiosk in Pondok Indah. At the same time, with the growth of the business it became a family company, namely CV. ES TELER 77. With the cooperation and great support from all members of the family, he opened a new, bigger and better ES TELER 77 restaurant in a small lane next to a shopping center called Gajah Mada Plaza. There, he used the slogan: “Drunk the world over ES TELER 77” (teler means drunk). In this new location his business continued to develop and grow.

Sukyatno realized the importance of trademark protection, so he registered:

- his service mark of “Juara Indonesia” and the logo of “Es Teler 77” under registration number 480526 in Class 42 to protect the use of his mark for restaurants, cafeterias, hotels and catering; and
- the service mark of “Es Teler 77” under registration number 533422 in Class 43 to protect the use of his mark for beverages and food services.
- As well as this, he protected the same trademark under registration number 374566 and 480525 in Class 30 to protect the use of his mark for meatballs, mixed fruit ices, es teler, ice creams, crackers, nut crackers (emping) and beverage packaging, and
- under registration number 374565 in Class 32 to protect the use of his mark for syrups.

Realizing the power and benefit of using trademarks in optimizing his business, he then also applied and used the service mark “Mie Tek Tek” for restaurants specializing in serving many kinds of noodle cooked in the traditional way. Nowadays, Sukyatno really enjoys his success and has reaped a lot of benefit from his registered trademarks.

The drink es teler is not the only thing served in the ES TELLER 77 restaurants nowadays. They also offer the following: Super Special Meatballs (Baso Super Special), Large Super Special Meatballs (Baso Super Special Jumbo), Fried Noodles (Mie Goreng), Fried Rice (Nasi Goreng), Fried Fishballs (Otak-otak Goreng) and Spicy Chicken Wings (Sayap Goreng). The number of regular customers grows steadily every day, and it is acknowledged that the brand ES TELLER 77 has become more and more popular.

Impact on Productivity

As a result of current development and need, it is clear that demand for the raw materials to prepare the drink have also increased. In order to solve the problem, the company decided to set up its first central kitchen and warehouse. In the central kitchen the company prepares most of the required raw materials, while the warehouse was set up to store and distribute the materials as well as the necessary ingredients to the restaurants all over indonesia. With these facilities the company can provide the best ingredients necessary to produce its products to the highest quality standards. The first central kitchen and warehouse was built in west jakarta in 1997. Recently, it has been moved to a new location in serpong, tangerang with bigger and better facilities.

Today, ES TELLER 77 can be found in major shopping centers in most cities in indonesia. It can also be found in some towns in Malaysia, Australia, and Singapore. There are about 250 ES TELLER 77 franchisees. The ‘younger’ generation, “Mie Tek-Tek“ has about 20 branches, and “Ikan Bakar Pasti Enak” also has about 20 branches scattered around the big cities in indonesia.

Despite strong competition from foreign fast-food brands and other local brands, ES TELER 77 continues to grow. Its commitment always to provide the best Indonesian food and beverages to its customers must be the best recipe for attracting customers.

The following are notes on requirements for opening an ES TELER 77 franchise.

Franchise Fee	Rp 75.000.000,-
Franchise Term	5 years
Estimated initial investment (excluding franchise fee) <ul style="list-style-type: none"> This amount varies according to the condition and the surface area of the shop. This investment will cover shop fitting and decoration, kitchen equipment, dining tables and chairs etc. 	Rp 350.000.000,-
Other Fees Royalty : Marketing :	4 % 2 %
Staff Training Program <ul style="list-style-type: none"> at the Es Teler 77 Training Centre : at an Es Teler 77 outlet : 	1 week 3 weeks
Location	Preferably in a mall, shopping centre, or supermarket

In acknowledgement of its success, ES TELER 77 and its management team have received a number of awards. These are:

• November 10, 2000	Enterprise 50 Award from Andersen Consulting (now Accenture) and SWA business magazine.
• February 9, 1999	Sukyatno Nugroho was recorded as the person with the highest number of record-breaking events in Indonesia by the Record Museum of Indonesia.
• December 21, 1998	Sukyatno Nugroho was awarded a Doctorate (<i>honoris causa</i>) degree by the American World University, Iowa, U.S.A, with a thesis on "Look Globally but Think and Act Locally".
• October 13, 1998	Parama Boga Nugraha from the Indonesian Minister of Food and Horticulture.
• February 12, 1998	"Recession Marketing of the Month Markplus Strategic Forum" from MarkPlus.
• August 26, 1995	Asean Best Executive 95-96 was awarded to Sukyatno Nugroho and Yenny Setia Widjaja.
• July 12, 1995	Satya Lencana Pembangunan from the President of Indonesia, President Soeharto.

Trademark



Products



Branches and Franchisees of ES TELER 77 in Indonesia, Singapore and Australia Indonesia

Bali Super Nova	Pasar Swalayan & Toserba Supernova, Jl.Raya Kuta, Bali	(0361) - 751186 Ext. 38
Galeria Bali	Mal Bali Galeria, Lantai Dasar No. 1C - 65, Jl.Raya By Pass Ngurah Rai, Bali	(0361) - 767017
Balikpapan Centre	Jl. Jend. Sudirman, Pasitika Food Court, Balikpapan Plaza, Lt. dasar Balikpapan	
Bandung Indah Plaza	Bandung Indah Plaza, Ground Floor PA2A, Jl.Merdeka 56, Bandung	(022) - 42040710-11 Ext. 317
Bandung Supermal	Bandung Supermal, Lantai Lantai 2 / F20, Jl. Gatot Subroto 289, Bandung	(022) - 9101423
Borobudur Bandung	Borobudur Bandung, Lantai Dasar, Jl. Setia Budi No.148, Bandung	(022) - 235513

Istana Plaza Bandung	Istana Plaza Food Court, Lantai 3, Jl. Pasir Kaliki 121-123, Bandung	(022) - 6019422
Mal Batam Robinson	Robinson - Mal Batam, Lantai 3, Sei Jodoh, Batam	(0778) - 430945
Megamall Batam Centre	Megamall Batam Centre Lt. UG No. 227 Depan International Ferry Terminal, Batam	(0778) - 470207
Hero Bekasi Kalimalang	Hero Plaza Bekasi, Ground Floor, Bekasi	
Hero Kemang Pratama	Hero Food Court, Kemang Pratama, Bekasi	(021) - 82417283
Lippo Mall Cikarang	Mal Lippo Cikarang, Lantai 1 No.50-51 A, Jl.MH. Thamrin, Lippo Cikarang, Bekasi	(021) - 8972564
Metropolitan Mall	Mal Metropolitan Lt. 3 No.17 & 18, Jl. Cut Nya Dien, Kalimalang (Ujung Tol Bekasi Barat, Bekasi Selatan), Bekasi	(021) - 8848605
TT Metropolitan Mal	Mal Metropolitan Lt. 3 No.4, Jl. Cut Nya Dien, Kalimalang Ujung Tol Bekasi Barat, Bekasi Selatan, Bekasi	(021) - 8853954
Giant Hypermarket	Jl. Jend. A. Yani Kel. Margajaya, Bekasi Selatan	(021) - 88962319
Bekasi Trade Center	Gedung Bekasi Trade Center Lt. 1 Jl. Raya Bekasi Km. 20, Bekasi Timur, Bekasi	(021) - 88349977
Ekalokasari Plaza	Ekalokasari Plaza Lt. Basement No. 12-13, Bogor	(0251) - 326943
Hero - Pajajaran (Bogor Baru)	Hero Pajajaran, Lt.1, Jl. Raya Pajajaran, Bogor	
Depok Mall	Mal Depok, Lantai Dasar No.19, Jl. Margonda Raya, Depok	(021) - 7760219
Depok Plaza	Depok Plaza, Lantai 1, Jl. Margonda Raya, Depok	
Arion	Arion Plaza, Lantai 2 Blok B, Jl.Pemuda Kav.3-4, Rawamangun, Jakarta - 13220	(021) - 4701461
Atrium Plaza Senen	Plaza Atrium, Lantai 2 Counter 2 No. 17-19, Jl. Senen Raya 135, Jakarta - 10410	(021) - 3862917
Bintaro Plaza	Bintaro Jaya Plaza, Lantai 2 Blok P3B, Jl.Bintaro Utama III A, Bintaro Jaya, Jakarta	(021) - 7355353
Blok M Mall	Blok M Mal, Basement, Jl. Hasanudin, Kebayoran Baru,Jakarta – 12160	(021) - 7206708
Blok M Plaza	Blok M Plaza, Lower Ground No.17-18, Jl.Bulungan 76,Jakarta – 12130	(021) - 7209135
Chandra Pancoran	Chandra Shopping Center No. 123, Jl. Pancoran No. 33-35, Jakarta	(021) - 6397555
Cinere	Cinere Mal, Basement No.22, Jl.Cinere Raya No.1 Limo, Jakarta	
Ciputra Jakarta	Mal Ciputra Jakarta, Lantai V No.22, Jl. Arteri S.Parman, Grogol,Jakarta - 11470	(021) - 5669694
Golden Trully - Gn. Sahari	Golden Truly Gunung Sahari, Lantai 2, Jakarta	
Golden Trully - Tendean	Golden Truly Tendean Lantai Dasar, Jl.Tendean No.45, Jakarta	

Graha Cijantung	Mal Cijantung, Lantai 3 No. 2B, Jl.Pendidikan I, Jakarta	(021) - 87793438
Hero - Gajah Mada	Gajah Mada Plaza, Lantai 4, Jl. Gajah Mada, Jakarta	(021) - 6346529
Hero - Plaza Senayan	Hero Plaza Senayan, Lt. Basement, Jl. Asia Afrika No. 8, Jakarta	(021) - 5725077
ITC Cempaka Mas	Lantai Mezzanine No. 4, Jakarta	(021) - 42903677
ITC Roxy Mas	ITC Roxy Mas, Basement No.012, Jl.KH. Hasyim Ashari, Jakarta	(021) - 6305045
Kalibata Mall	Mal Kalibata, Lantai I / C6, Jakarta	(021) - 7973722
Klender	Jl. Raden Inten 2 blok U No. 211, Klender, Jakarta	
Mall Ambassador	Lantai Dasar, Jakarta	
Mall Artha Gading	Lantai 2 Blok B2 No. 21, 22, 23 Jl. Boulevard Artha Gading Kelapa Gading, Jakarta	(021) - 45864047
Mangga Dua Square	Ground Floor Blok C No. 108, Jakarta	(021) - 62312719
Mega Mall Pluit	Mega Mal, Lantai III Foodcourt, Jl.Pluit Indah Raya, Jakarta	(021) - 668 4059
Pasar Raya Manggarai	Pasar Raya Manggarai, Basement, Jl.Sultan Agung No.1, Manggarai, Jakarta	(021) - 8312674
Pasar Raya Seibu	Pasar Raya Grande, Basement, Jl.Iskandarsyah II No.2, Blok M, Kebayoran Baru, Jakarta	
Plaza Semanggi	Jl. Jend Sudirman Kav. 50, Jakarta - -	
Pondok Indah Mall	Lantai 2 No. 215, Jl. Pondok Indah Blok IIIB, Pondok Indah, Jakarta - 12310	(021) - 7506981
Pulogadung Center	Trade Cafe Area Lt. 1, Jakarta	(021) - 46800077
Puri Indah Mall	Puri Indah Mal, Lantai 2, Jl. Puri Agung, Puri Indah, Jakarta	(021) - 5822456
Sarinah ET+TT	Thamrin, Sarinah Basement, Jl. MH. Thamrin No. 11, Jakarta	
Slipi Jaya Plaza	Slipi Jaya Plaza, Basement A.6, Jl.S.Parman Kav.17-18, Jakarta - 11480	(021) - 5304039
Sunter Mall	Sunter Mal, Lantai III, Jl. Danau Sunter Utara Blok G-7 Kav II, Jakarta	(021) - 6407206
Grand ITC Hijau	Permata Grand ITC Permata Hijau, Pintu Timur Lantai 3 No. 15, Jakarta Selatan - 12210	(021) - 53664126
Angso Duo Mall, Jambi	Lantai Dasar, Jambi	(0741) - 22637
Grage Mall	Jl. Tentara Pelajar No. 1, Cirebon, Jawa Barat	
Kediri	Pasar Raya Sri Ratu, Jl. Hayam Wuruk 46, Kediri	
Madiun	Jl. Pahlawan No.47, Madiun	(0351) - 494461-65

Singapore

Bugis Junction	520 Northbridge Road #01-01 Wisma Alsagoff,Singapore - 18874	(61) 62386319
Cine Leisure	8 Grange Road #B1-02 Cathay Cineleisure Orchard,Singapore - 23969	(61) 67364439
City Plaza	810 Geylang Road #01-K2 City PLaza, Singapore - 40928	(61) 65474076
Far East Plaza	14 Scott Road #05-81/82 Far East Plaza, Singapore - 22821	(61) 67340656
Joo Chiat	#01-01 No.233 Joo Chiat Road,Singapore - 42749	(61) 63464262
Lucky Plaza	304 Orchard Road #01-106 Lucky Plaza Orchard,Singapore - 23886	(61) 67337263
Mid Point	220 Orchard Road #01-04 Midpoint Orchard,Singapore - 23885	(61) 67381308
Park Lane Mall	35 Selegie Road #02-04 Parklane Shopping Centre,Singapore – 18830	(61) 63381335

Australia

Sydney	273, Anzac Parade Kingsford, Sydney	(02) 96622220
Clayton	354, Clayton Road Clayton VIC 3168,Melbourne, Australia	(3) 95442466
Glenferrie Road	19, Glenferrie Road Malvern 3144 Australia,Melbourne, Australia	(3) 95099627
Swanston Street	319 Swanston Street (Opposite Library),Melbourne, Australia	(3) 96634243

PART III

List of Manuals, Guidelines and Directories
in the Area of
Intellectual Property (IP) Portfolio Management

COUNTRY: INDONESIA

No .	English Title + Brief Description of its Contents in less than 50 words	Year of Publication	Agency Responsible and Address	Contacts (Tel/Fax/email)
A. PATENT AND INVENTION RELATED				
1.	New Patent Information This publication contains the latest information about patent	Monthly	Indonesia Institute of Science, Jl. Gatot Soebroto No. 10, Jakarta	www.pdii.lipi.go.id
2.	Patent Gazette	Monthly	DGIPR	www.dgip.go.id
3.	ANNALES BOGORIENSES A journal of Biotechnology and Related Fundamental Sciences	1999	Research and Development Centre for Biotechnology Indonesia Institute of Science (LIPI); Jl. Raya Bogor km 46 Cibinong 16911, PO. Box 422 Bogor. 16004 – Indonesia	
4.	Bulletin of the Directorate General of Drug and Food Control	1998	Directorate General of Food and Drugs Control (now the National Agency of Drug and Food Control)	www.pom-bat.go.id
5.	Bulletin Tarumanegara	1997	Universitas Tarumanagara Jl. Letjen S. Parman No. 1 Jakarta 11440	Phone. (62-21) 5673003, 5671747
6.	Bulletin of Marine Geology	2002	Marine Geological Institute, R&D Agencies for Energy and Mineral Resources, Ministry of Energy and Mineral Resources ; Jl. Dr. Junjuran 236 Bandung 40174	Tlp: (022)6032151 Fax: (022)6017887 Email: mgidesdm@ melsa.net.id
7.	Patent Law and the rule in Indonesia	1992	Chairul Anwar; Djambatan Book Publisher	

8.	“Sigma” Journal of Science and Technology. This journal contains articles about research and inventions	Monthly, First released in 1998	Research Department of Sanata Dharma University	
9.	Patent System, Practice Guidance and Technology Transfer	1994	Amir Pamuntjak; Djambatan Book Publisher	
B. INDUSTRIAL DESIGN RELATED				
1.	Visual Communication Design Journal. This journal contains many articles related to visual and communication designs including industrial designs.	Monthly, First released in 1999	Faculty of Art and Design, Petra University of Christian, Surabaya, East Java	
2.	Design Scientific Journal “2D3D” This journal contains many articles related to product design or industrial designs.	Monthly, first released in 2004	Faculty Of Design And Technic, University Of Pelita Harapan	
3.	Design Gazette	Monthly	DGIPR	www.dgip.go.id
C. TRADEMARK RELATED				
1.	Compilation of Commerce Court’s Decision on Trademark Cases, Number 1-5	2002	Tata Nusa Book Publisher	
2.	Trademark Gazette	Monthly	DGIPR	www.dgip.go.id
3.	Commentary of New Trademark Law 1992 and the implementation rule, First Edition	1996	Prof. S. Gautama; Alumni Book Publisher	
4.	Trademark Role on Business Enterprises	1996	I Gusti Gede Getas; Upada Sastra Book Publisher	
5.	New Trademark Law	1992	Prof. S. Gautama; Alumni Book Publisher	
D. COPYRIGHT RELATED				
1.	Introduction of KCI (Karya Cipta Indonesia). This publication contains the definition of copyright, protection of copyright and steps to obtain licenses on works	2002	Karya Cipta Indonesia Plaza Golden Fatmawati C-12 Jl. RS Fatmawati 15, Jakarta 12420, Indonesia	Email: kci@lci.or.id Website: www.kci.or.id Phone (62-21) 75905884 Fax. (62-21) 7656051

2.	Indonesian Press Clippings prepared for the Business Software Alliances	1998	PT. Tiara Ragam Gempita	-
3.	Bulletin ASIRI	Monthly	ASIRI, Komp. Perkantotan Mitra Bahari blok E 15 - 16; Jl. Pakin No.1 Jakarta 14440	Phone. (62-21) 6625342, 6625346, 6625347 Fax:((021)6625343 Email:asiri@cbn.net.id Telp: (021) 75905884 Fax:(021)7656051
4.	Bulletin CAKRA	Monthly	Karya Cipta Indonesia Golden Plaza Fatmawati, jl. RS. Fatmawati No.15 Jakarta	Email:kci@kci.or.id
5.	Copyrights Law	2003	Prof. Eddy Damian; Alumni Book Publisher	
E. BUSINESS RELATED				
1.	Business Law Series: Trade Secret	2001	Gunawan Widjaja; Rajawali Pers Book Publisher	
2.	Business Law Magazine	Monthly		
F. FINANCIAL GRANTS				
1.	This publication contains guidance for obtaining financial grants from the Ministry of Research and Technology in the field of patents. The aim of this program is to protect any inventions by giving costs necessary as an incentive for inventors. The purpose is to increase the number of domestic registered patents.	Yearly (2002-2005)	Ministry of Research and Technology	www.ristek.go.id
2.	This publication contains guidance to obtain a grant from the Ministry of Research and Technology in the field of industrial design.	Yearly (2002-2005)	Ministry of Research and Technology	www.ristek.go.id

3.	A guide to obtaining financial grants in Geographical Indications (GI). This publication contains explanations of purposes and aims of the program on how to obtain incentives in GI mechanism and valuation methods.	2005	Ministry of Research and Technology	TELP. (021) 3169166 – 69 – 71 FACS : (021) 3101952 Website : http://www.ristek.go.id atau http://www.ristek.or.id atau http://ristek.tripot.com
4.	A guide to obtaining financial grants in the use and protection of Traditional Knowledge (TK). This publication contains general explanations, purpose, rule and mechanisms to obtain incentives.	2005	Ministry of Research and Technology	TELP. (021) 3169166 – 69 – 71 FACS : (021) 3101952 Website : http://www.ristek.go.id atau http://www.ristek.or.id atau http://ristek.tripot.com

G. IP in General

1.	Bulletin “Info HaKI” This bulletin contains many articles about IP.	Monthly	Pusat Dokumentasi dan Informasi Ilmiah-Lembaga Ilmu Pengetahuan Indonesia (Indonesia Institute of Science), Jl. Gatot Soebroto No. 10, Jakarta	www.pdii.lipi.go.id This bulletin also can be accessed at www.haki.lipi.go.id
2.	6 Law of IP: Trade Secrets, Industrial Designs, Integrated Circuit Lay Out Designs, Patents, Trademarks and Copyrights)	2002	Tata Nusa Book Publisher	
3.	Journal Online LIPI		Lembaga Ilmu Pengetahuan Indonesia (Indonesia Institute of Science), Jl. Gatot Soebroto No. 10, Jakarta	www.journal.lipi.go.id