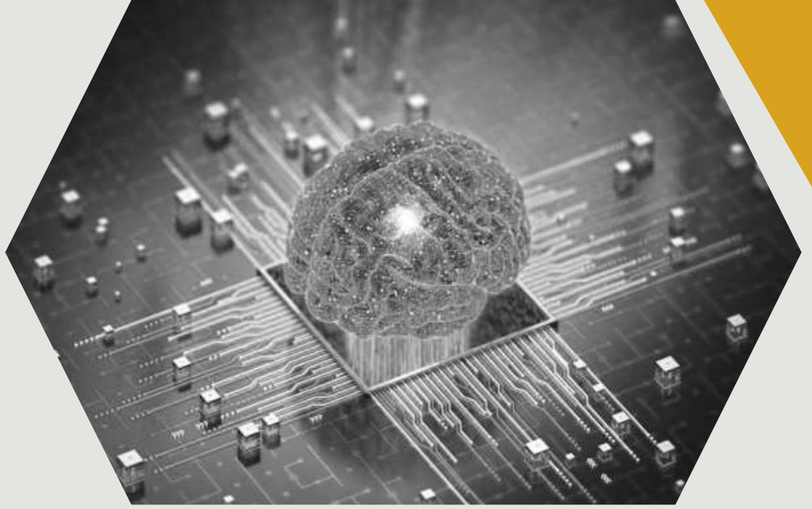
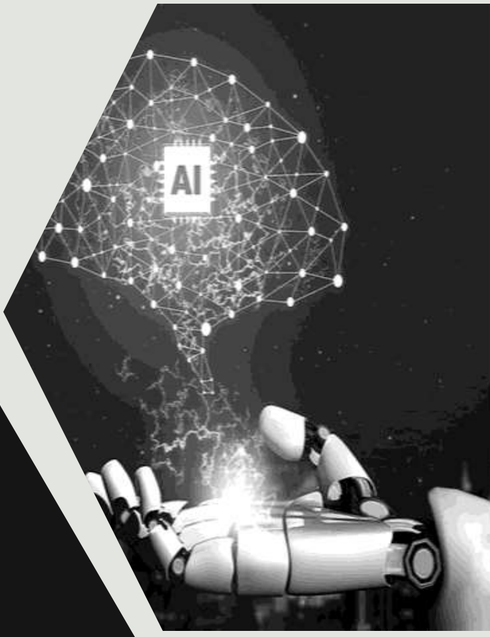







Intellectual Property Law Firm

# AMR PARTNERSHIP

Formerly AMROOS & PARTNERS

Established in 1986

# Introduction



AMR Partnership (year established: 1986)

Founder & Managing Partner:

Dra. Amalia Roosseno, S.H.

Previous name was AMROOS & PARTNERS



# Partners



Andromeda, S.H., B.A.
(Partner/Head of Finance & Accounting)



Dr. Belinda Rosalina, S.H., LL.M.
(Managing Partner/ Head Division of Trademark, Copyright, Industrial Design and PVP)



Gianna Larenta, S.H.
(Partner/Head Division of Patent)

# Our People



Agus Tri Wibowo Sakti, S.H., M.H.
(Head of Litigation)



Iken de Silo, S.H.
(HR & GA Manager)



Imaniar Nindy Habsari, S.H., M.H.
(Head of Trademark, Copyright and Industrial Design)



Akhmad Berryl Widyartha, S.Si., M.T.
(Head of Patent Substantive)



Nadyatul Khair, S.Si.
(Patent Substantive Coordinator)

# Our People

- 60 permanent staffs
- 12 lawyers
- 6 technical specialists: (Electrical, Mechanical, IT, Petrochemical, Metallurgy, Pharmaceutical, Biotechnology, Biology, Chemistry)







# SERVICES

- Patent
- Trademark
- Copyright
- Industrial Design
- Litigation
- Plant Variety Protection (PVP)

# Management

Quality Management : ISO 9000:2015

Professional Indemnity :








# Member of Organizations

- **AIPLA** (American Intellectual Property Law Association)
- **AIPPI** (International Association for the Protection of Intellectual Property)
- **APAA** (Asian Patents Attorney Association)
- **INTA** (International Trademark Association)
- **ASEAN-IPA** (ASEAN Intellectual Property Association)
- **PERADI** (Indonesian Bar Association)



# Competitive Advantages



| | | |
|---|---|---|
| Quality Oriented | → | In-house Technical Experts with Various Backgrounds |
| Standardized Service | → | ISO 9001:2015 certified |
| Fast Prosecution | → | Close communication with the Patent Office |
| Client protection | → | Indemnity insurance |

# Competitive Advantages



| | | |
|---|---|---|
| Customized Solutions | → | Flexibility to meet clients' unique needs |
| Extensive Experience | → | ~40 years of experience, >13,000 patents, >135,000 trademarks, >1,900 designs, >4,000 litigation, etc. |
| Wide range of clients | → | Both Local & Global |
| Comprehensive dispute support | → | In-house Litigation Team specialized in IP |
| Cost-effective | → | Quality of services aligned with competitive price |

# Recent Developments in IP Practices and Enforcement



## Amendment of Patent Act

Patent Act No. 13 of 2016 has been amended by Act No. 65 of 2024 effective from October 28, 2024

## Updated official fee

In pursuant to Government Regulation No. 45 of 2024 on Non-Tax State Revenues effective from December 17, 2024

# Why Filing more in Indonesia?



| | | |
|---|---|---|
| **Market Size and Economic Growth** | → | 4th most populous country (~ 280 million)<br>16th largest GDP (US$1,35 trillion)<br>Consistent GDP Growth |
| **Competitive IP Landscape** | → | Growing competitions among Asian competitors like China and Korea in sectors like EV, batteries, renewable energy, industrial automation, etc. |
| **Key Regional Manufacturing Hub** | → | To avoid unauthorized local copying |
| **Improved IP environment and Government Support** | → | Early examination, PPH program, etc. |



# PATENT



Services offered by the Patent Division shall include, but not limited to :

- Filing
  (standard patent & utility models)
- Translation
  (Eng-Indo & Indo-Eng)
- Attending Formality Examination
  (until published)
- Attending Substantive Examination
  (until granted)
- Annuity
- Recordals

# PATENT

Services offered by the Patent Division shall include, but not limited to :



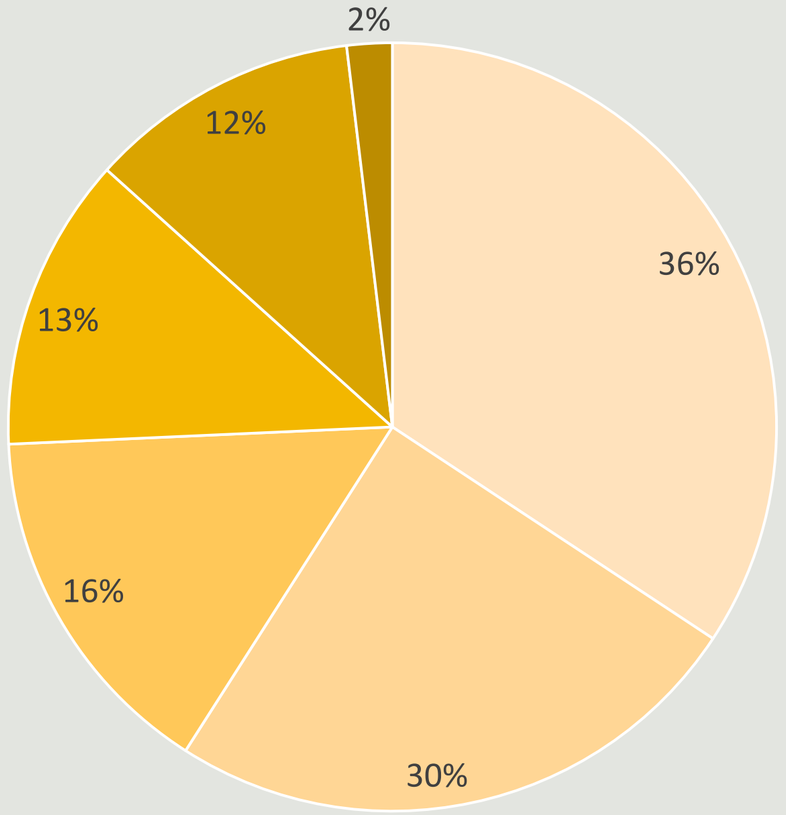
**Search**, based upon domestic and multinational patent databases.

**Drafting**/Reviewing Patent
**Licensing**/Assignment
**Contract**/Clauses.

**Freedom-to-Operate**
(Legal Opinion on Patentability and/or Infringement Analysis).

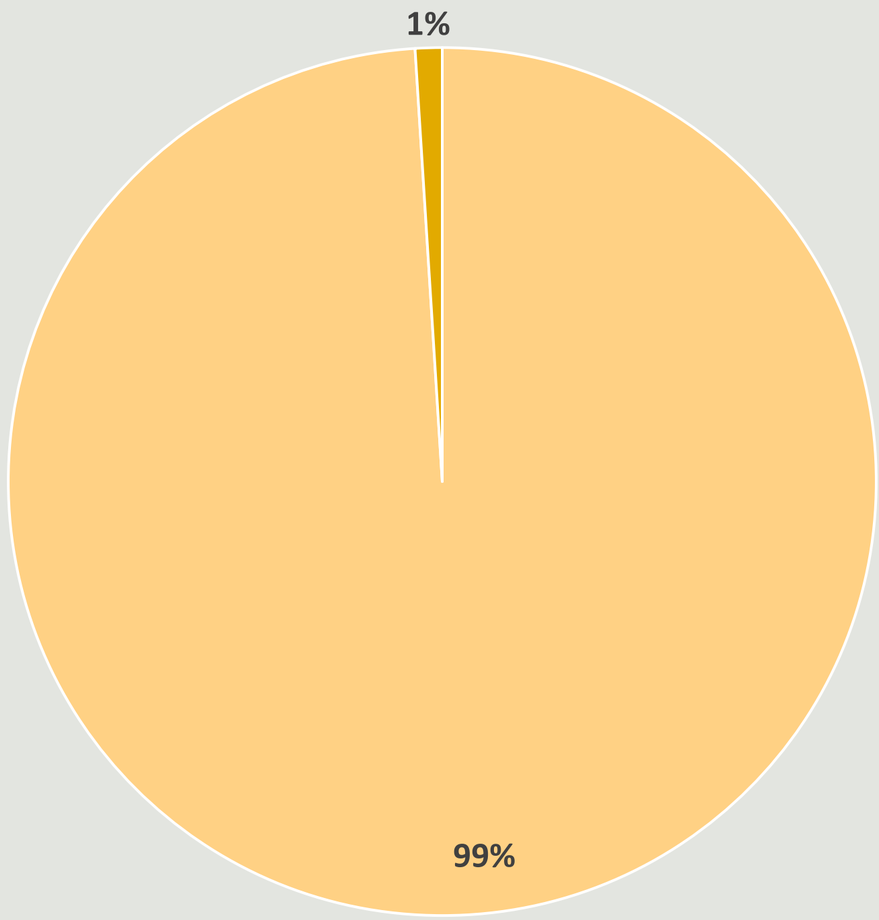
# PATENT APPLICATION BASED ON FIELDS





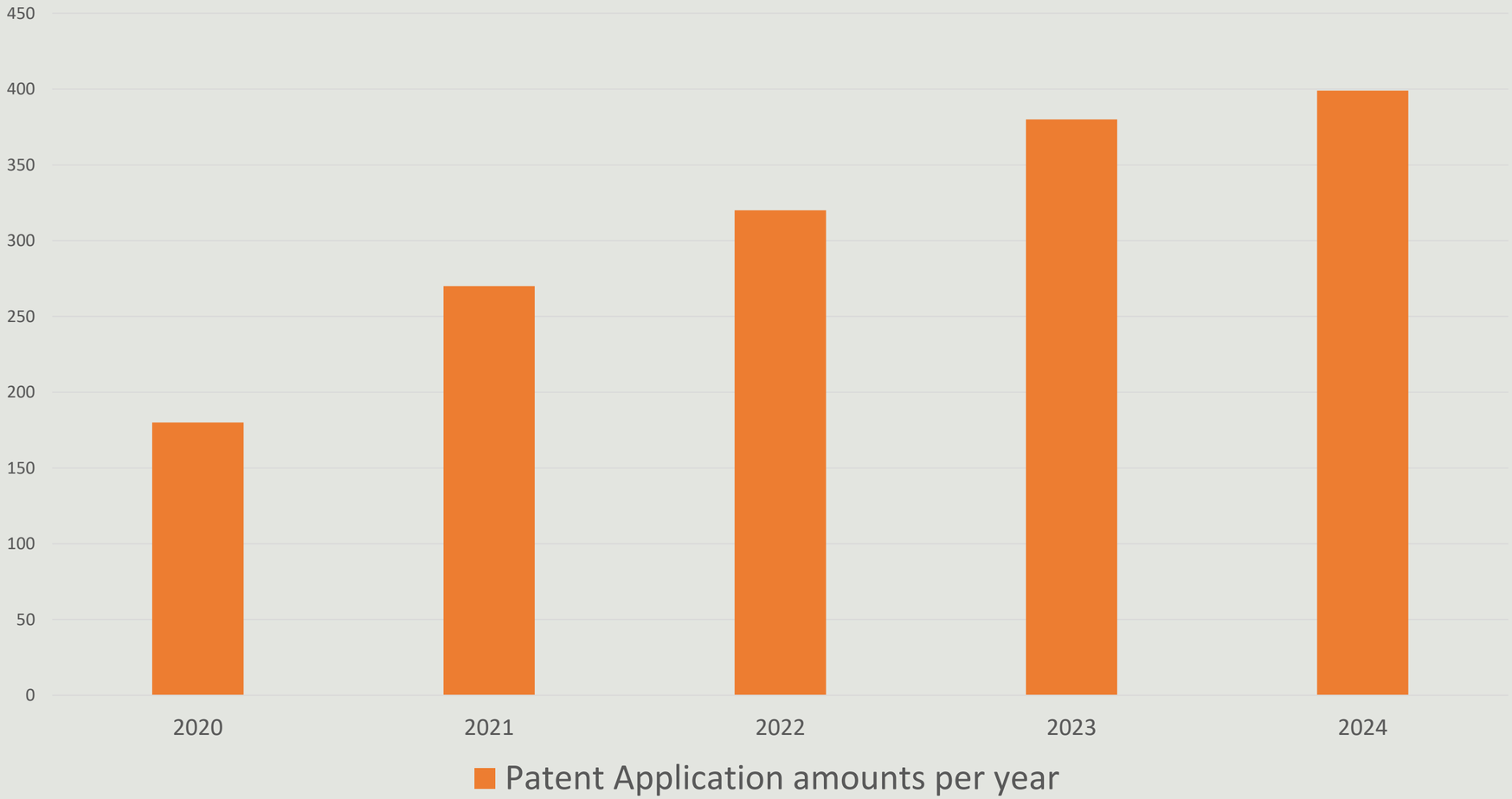
# Granted/Rejection Application Ratio for Patents



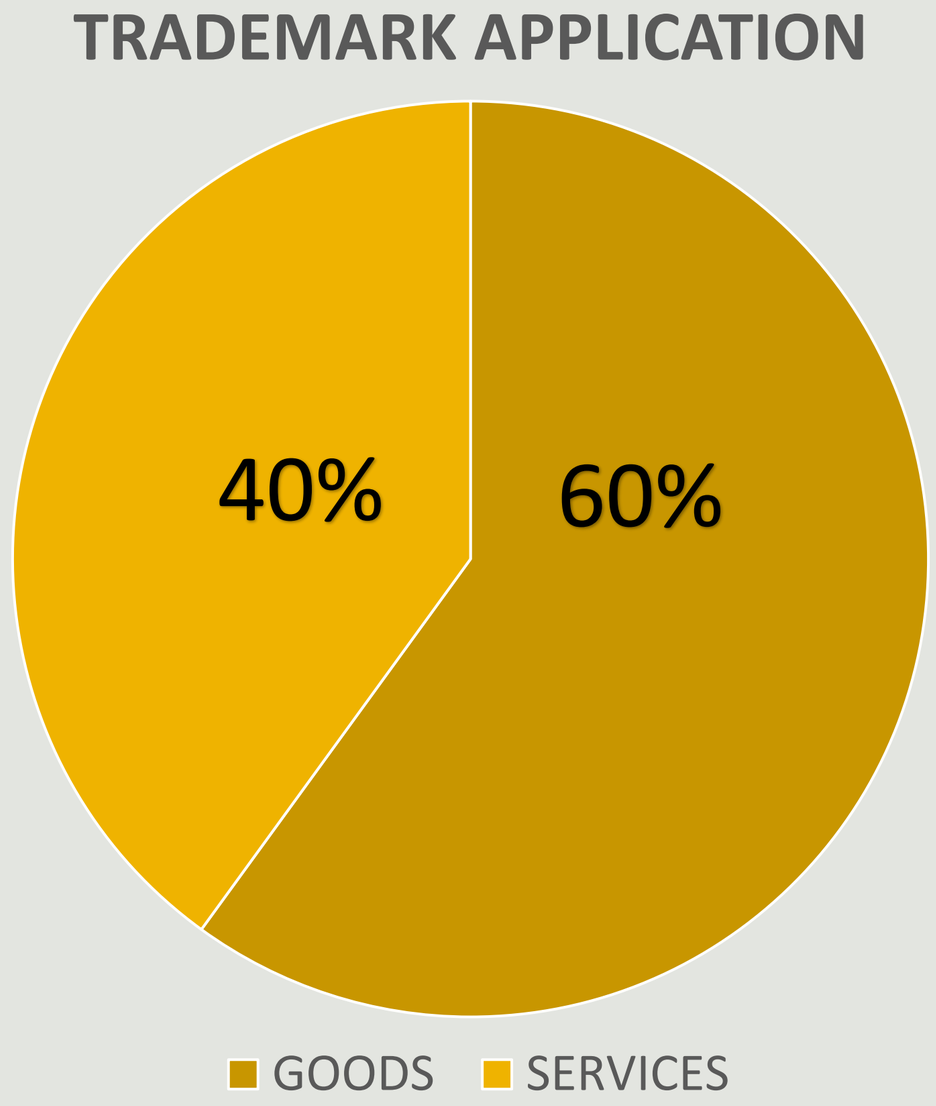


# Patent Applications 2020-2024





# Trademark






# Industrial Design

Acknowledged by DGIP as IP Consultant with the Most Industrial Design Certificates (Registered) within 2020 - 2022

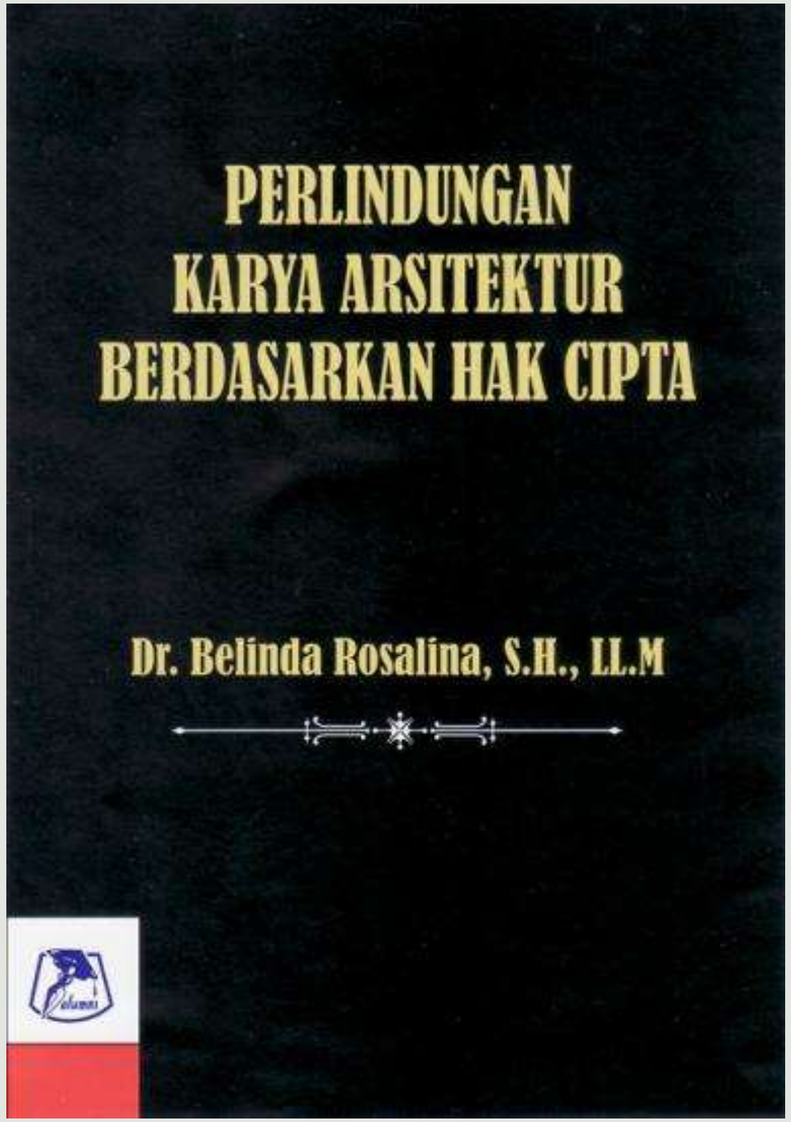



Acknowledged by DGIP as IP Consultant with the Highest Number of Industrial Design Applications within 2015 - 2024






# Copyright




With her dedication to the field of art and intellectual property, our Managing Partner (Dr. Belinda Rosalina, S.H., LL.M.) created a book entitled *“Protection of Architectural Works Based on Copyright”* which was published in 2020.

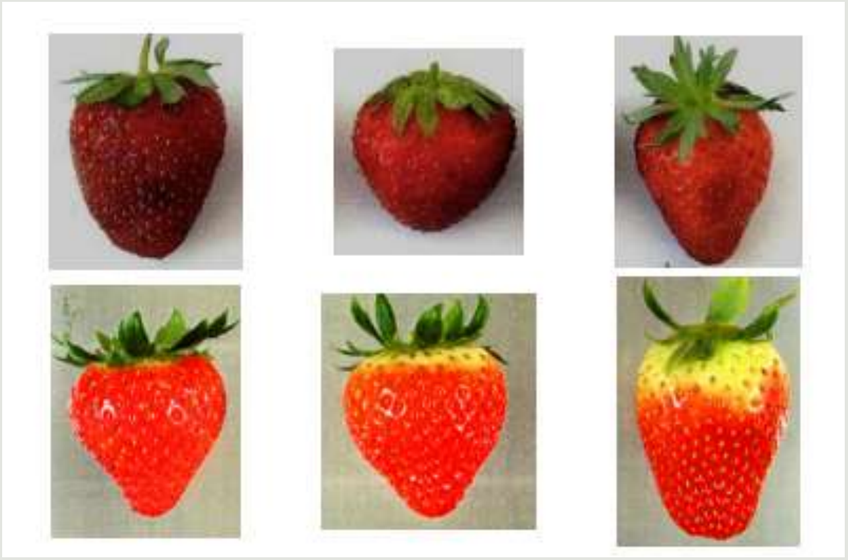


# Plant Variety Protections

Botanical name: *Vaccinium corymbosum L.*
Common name of species: Blueberry
Variety name: FCM14052
From : US



Botanical name: *Fragaria L.*
Common name of species: Stroberi
Variety name: Kumamoto VS02E
From : Japan



Botanical name: *Hypsizgus mamoreus (Peck) Bigelow*
Common name of species: Jamur
Variety name: Marmo22go
From : Japan



# LITIGATION

Trademark, Patent, Copyright, Industrial Design, PVP

01 **Trademark Infringement & Passing Off**

02 **Patent Infringement**

03 **Copyright Violation**

04 **Industrial Design Imitation**

05 **Unlawful Use of Plant Varieties (PVT)**

06 **Domain Name & Online IP Violations**

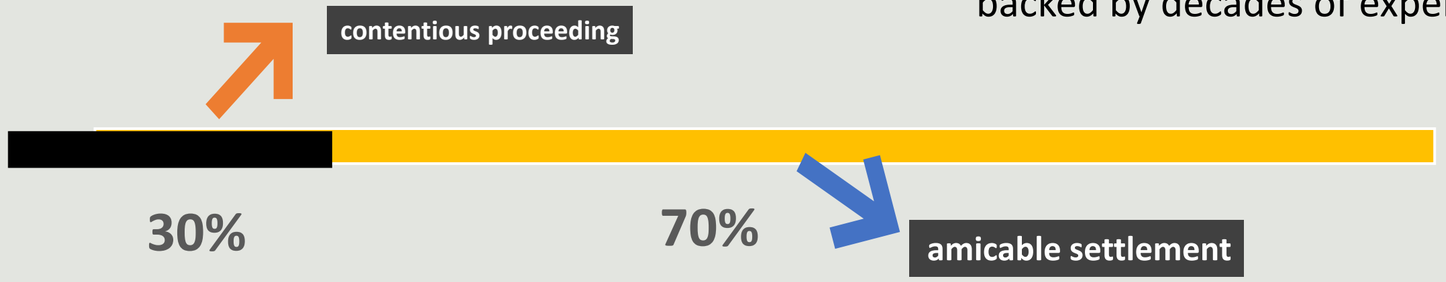
## Strategic Resolution of IP Cases

**Most of the IP cases we handle are successfully resolved or reach an amicable settlement.** This reflects our strong ability to develop effective legal strategies, engage in constructive negotiation, and protect our clients' interests efficiently often without the need for prolonged litigation.



## Expertise That Drives Result

**Behind every successful case is a team of highly skilled and dedicated IP litigators**. Our lawyers bring deep expertise and strategic insight, backed by decades of experience



# LITIGATION

## Landmark and High-Value IP Cases (2022 – 2024)




**The cases we present represent some of the most valuable and high-profile matters we have handled.** They gained significant public attention due to their substantial economic impact, the reputational stakes involved, and their relevance within the broader IP landscape.



# LITIGATION

## NEW AND LEADING SERVICES

### QUICK SEARCH

24-Hour Quick Search: Your Fast-Track Legal Solution

### MONITORING

Watch, Detect, Protect: AMR's Comprehensive Trademark Monitoring

### ENFORCEMENT

provides end-to-end IP and Copyright Enforcement services, including infringement detection, evidence gathering, cease and desist actions, and legal enforcement to protect your intellectual property against unauthorized use and commercial misuse.

### INVESTIGATION

To identify unauthorized use, conduct market tests and proprietor searches, detect infringement, and uncover counterfeit product activity—ensuring thorough protection and enforcement of your intellectual property rights.



# Thank you

## Contact us: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