

MR.POOSIT LUENGRUENG TIP : TRADEMARK REGISTRATION IN  
ASEAN COUNTRIES : SINGAPORE, MALAYSIA, INDONESIA,  
VIETNAM AND THAILAND. THESIS ADVISOR: ASSOCIATE  
PROFESSOR DHAJJAI SUBHAPHOLSIRI, 183 pp. ISBN 974-334-745-3.

This research proposes to justify the important role of trademarks in the field of economic development in ASEAN countries. The method of this research is based on a comparison of the laws and legal practices for the registration of trademark in the ASEAN countries where their economies and international trade are similar or nearly similar, such as Singapore, Malaysia, Indonesia, Vietnam and Thailand. As each ASEAN country has been bound by international arrangements of different kinds and levels, many laws and legal practices relating to the registration of trademarks in these countries therefore differ in details. The dilemma arising from the differences in the laws and legal practices among ASEAN countries also effect the harmonization of their trademark registration system.

The consequence of the study and research of the existing problems with regard to trademark registration in ASEAN countries confirms that although the laws and legal practices relating to the registration of trademarks in each member country are different, the trademark registration system of these countries, however, can be harmonized under the current international standards prescribed under the international conventions of which the countries are members. This will also enable them to develop and improve their laws and practices for the registration of trademarks in the region and to enhance and develop their economies and international trade.

The proposed suggestions in this thesis are as follows;

1. Determining and harmonizing the kind of “registrable mark” under the same standards as specified by all ASEAN member countries:
2. In the application of any trademark of registration, an applicant may clarify their goods and/or services, intended to be protected, in the English version or any other appropriate language in order to reduce the problem in translation:
3. Stipulating to provide and promote knowledge and skills to practitioners and specifying the regulations and standards in the establishment of an ASEAN trademark registration system using the same format: and
4. Developing the trademark registration system by using internet access including the upgrading of the official practitioner in respect of the same standard such as legal knowledge, language skill, order and decision making. This development can reduce the conflict of consideration in trademark registration.

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ลายมือชื่อนิติกร

ลายมือชื่ออาจารย์ที่ปรึกษา

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม

