Intellectual Property in Vietnam

More than just your legal adviser – we are your guide through a rapidly changing landscape.

In a country with one of the fastest growing economies in the world, our team helps multinational, regional and local businesses effectively protect and exploit their IP assets on a daily basis.

We take a proactive approach. We are legal advisers and, where necessary, a guide through unfamiliar legal and political structures. Since the beginning of the Doi Moi reforms, we have combined this unrivalled local knowledge with a global outlook across the life cycle of IP assets – from development to commercialization, and licensing through to maturity.

With offices in Hanoi and Ho Chi Minh City, we are best placed to advise leading brands under local law as well as international counsel under English law – there is little we haven’t seen or can’t handle.

We understand that your business and your challenges do not stop for oceans or disappear at national borders. Neither does Hogan Lovells. Our Vietnam practice is supported by a global network of more than 400 IP professionals operating in 13 countries across Asia, the Americas and Europe, and a network of trusted local agents across the Middle East and Africa. We can help you solve whatever challenge with your product, anywhere in the world.

What we do?
- Trademarks
- Patents
- Copyrights
- Anti-counterfeiting
- Domain names
- Unfair competition/false advertising
- Licensing and commercialization
- Litigation and arbitration
- Strategic counseling and portfolio development

The practice attracts respect from peers who note its consistency in achieving excellent results.

*Chambers Vietnam, 2017*
Our experience includes:

- **ExxonMobil Corporation** on opposition proceedings, investigations and enforcement proceedings in Vietnam, Cambodia and Laos as well as managing its trademark portfolio.

- **Mattel Inc.** handling its trademark portfolio in Vietnam and Cambodia, including the acquisition of Hit Entertainment’s trademark portfolio.

- **Biofarma – Les Laboratoires Serviers** on its trademark portfolio including pre-application and post-registration advice and assistance, acting in trademark oppositions and cancellations relating to generic pharmaceutical manufacturers, and registering relevant brands with Vietnam Customs.

- **Ford Motor Company** on a variety of trademark related matters in Vietnam, including follow on trademark work after the reorganization of the Jaguar Land Rover business acquired by Tata Motors from Ford.

- **A U.S. industrial manufacturer** with an investigation and preparation of complaint against an unauthorized distributor regarding trademark infringement, as well as advising on a brand recognition programme.

- **Sony Computer Entertainment** on the successful raid and destruction of 4,000 counterfeit PlayStation game controllers imported from China, including recording relevant trademarks with Vietnam Customs.

- **Kao Corporation** on searching, registration and post-registration maintenance of trademarks as well as providing general intellectual property counseling.

- **Panasonic Corporation** on its trademark portfolio, including general trademark counseling, pre-application advice, applications and post registration maintenance.

- **A major toy manufacturer** on its strategy and action to take in relation to copies of its products, involving aspects of trademark, copyright and labeling law.

- **Caterpillar** on its trademark related matters in Vietnam, including pre-application searches and other advice, trademark applications and post-registration maintenance.

- **PADI** on the enforcement of its IP rights against a foreign infringer in Vietnam resulting in the highest monetary fine for IP infringement in Vietnam – recognized as Case of the Year in 2015 by Asia IP.