

About IP Practice

Outstanding: “Bolstered by a team of more than 45 fee earners in its IP group, Vision & Associates advises domestic and foreign clients on all sectors of IP including copyright, designs, patents and trade marks. Headed by Pham Nghiem Xuan Bac [*Market-leading Lawyer*], the practice regularly cooperates with reputable IP firms in Cambodia, China, Europe, Singapore and Thailand. [...]”

Asialaw Profiles 2016/2017

Tier 1: “Nguyen Nguyet Dzung and Do Quang Hung are key names in the large team at Vision & Associates, which also includes well-respected managing partner Pham Nghiem Xuan Bac. [...]”

Asia Pacific Legal 500 2016/2017

Our Intellectual Property Practice Group deals with all aspects of IP rights, copyright and domain name in Vietnam. Our services include research and advice on IP laws, filing and prosecution of applications for trademarks, designs, patents, copyright and Internet domain names; availability searches, assignments and renewals; initiating procedures for oppositions and cancellations; negotiation and drafting of contracts on licensing, technology transfer, franchising and distribution; and taking enforcement and anti-counterfeit action. We also assist clients in IP right enforcement by providing monitoring and “watching” services in respect of infringements and counterfeit of clients’ IP rights.

Our IP Practice covers not only [Vietnam](#), but also [Laos](#) and [Cambodia](#) where we have associated offices. With the extensive legal and technical experience of our [patent and trademark attorneys](#), and a fully computerized IP management system, Vision & Associates is able to offer clients superior services at a competitive tariff. Our IP Practice Group has 20 practitioners, assisted by teams of technicians and supporting

staff in three major technical areas, namely Patent & Design; Trademarks & Copyrights; and Enforcement & Litigation.

Vision & Associates is a member of the nationwide Vietnam Intellectual Property Association (VIPA) and many international professional associations such as [International Trademark Association \(INTA\)](#), [Asian Patent Attorneys Association \(APAA\)](#), [International Association for the Protection of Industrial Property \(AIPPI\)](#), [Asean Intellectual Property Association \(ASEAN-IPA\)](#), etc. Our patent & trademark attorneys have been active in bringing IP developments in the region to the attention of IP right holders in international conferences and in academic [writings](#).

IP Practice of Vision & Associates is always highly rated by international legal publications at the first rank in the IP domain in Vietnam. For example, more detailed information can be provided at: <http://www.worldtrademarkreview.com/wtr1000/rankings/DetailV2.aspx?g=1a115e75-1c87-43a2-8754-711a23a3d01c>

Enforcement & Litigation

“Tier 1: [Nguyen Nguyet Dzung](#) and [Do Quang Hung](#) are key names in the large team at [Vision & Associates](#), which also includes well-respected managing partner [Pham Nghiem Xuan Bac](#). The firm advised Ponaflex on a requested cancellation of trade mark to allow ‘Pona & device’ to be licensed in the client’s name in Vietnam and has experience in handling litigation over counterfeit products. Other clients include Yahoo! and Hewlett-Packard.”

Asia Pacific Legal 500 2017/2018

Intellectual property is more than just patents, designs, trademarks and copyrights, it is often the foundation of many for building a strong business and critical assets in many more. How you define, register and protect your innovation and creativity are strategic bottom-line issues in today's market, not only in Vietnam but in a wider market, to create and maintain your competing edge. We understand the issues and can help you register, protect and use your intellectual property.

Our Team

Together with legal practice, our IP enforcement & litigation team's experience extends to all kinds of intellectual property, including patents, designs, trademarks (anti-counterfeiting), copyrights (anti-piracy), domain name, trade names, trade secrets, and unfair competition.

With those, we can assist clients not only in establishing, maintaining the IP rights but also enforcing them in Vietnam. Since IP enforcement and litigation often requires close coordination among the team, between the team and competent authorities, we have created and maintained a strong relationships with many competent authorities, including NOIP, customs, market management, competition management, arbitration, and court system. Above all, our team is known to be the first choice in the sector in Vietnam.

Our Services

We are pioneers in using creative and effective enforcement strategies aimed at e.g. stopping the mass production of counterfeits and pirated goods, and preventing any variations thereof. We follow both tested and innovative approach, on a case-by-case basis. We employ different types of remedies, from civil, criminal to administrative remedies against infringers, and particularly work closely with competent authorities. Our services in this area include:

- IP identification, investigation, survey;

- Anti-counterfeiting, anti-piracy and preventive program (including public relations);
- Warning, negotiation, mediation, dispute resolution, arbitration;
- Representing and defending before competent authorities (including NOIP, customs, market management, competition management, arbitration, and court system); and Enforcement.

Our Clients

Our clients in this area include Yonex, LG Household, S.P.I. Spirits, Yahoo!, 7 Eleven, Samsonite, J & P Cost, ICI Paints, etc..

IP Commercialization

“Band 1: Leading local firm” Vision & Associates has an eminently experienced trademark team with a talent for strategic brand development and is “rapidly developing a sterling clientele”. Drawing on three decades of experience, **Pham Nghiem Xuan Bac** co-founded the practice. Having previously worked as a legal expert for NOIP, he uses his insider knowledge to give his clients the upper hand in prosecution. He maintains a broad corporate practice, as a result of which he has a commercial approach to intellectual property. Another former NOIP legal expert, **Le Thi Kim Dzung** manoeuvres deftly when getting rights on the register. Rounding off the impressive team, **Do Quang Hung** boasts an outstanding track record representing marquee brands in enforcement actions.”

World Trademark Review 2018

Intellectual property is more than just patents, designs, trademarks and copyrights, it is often the foundation of many for building a strong business and critical assets in many more. How you define, register and protect your innovation and creativity are strategic bottom-line issues in today's market, not only in Vietnam but in a wider market, to create and maintain your competing edge. We understand the issues and can help you register, protect and use your intellectual property.

Our Team

We have a team of IP lawyers who have a wealth of experience and knowledge, not only in the local intellectual property laws, but also business minds. With those, we can assist clients in establishing, maintaining, and enforcing the IP rights in, from/ to Vietnam. We provide practical guidance and precision in translation and other services needed during the registration process. Rather than simply communicating problems and impediments, we create and provide clients with solutions. Above all, our team is known to be the first choice in the sector in Vietnam.

Our Services

We advise and assist clients in determining the protection possibilities, counselling on registration and other steps that can yield significant advantages in maintaining and protecting their rights. Our services in this area include: IP due diligence and analysis (including searches for infringement, registrability and validity analysis, IP risk assessments, etc.);

- Cross-border and multi-national transactions (including IP licensing, franchising, IP acquisitions, distributorship, technology transfer, confidentiality, etc.); and
- Other services (including consumer products, foods and beverages, trade secret, data protection, etc.).

Our Clients

Our clients in this area include Coats PLC, Unza, Puma, Triumph, Jockey, Bureau Veritas, BASF, Denshi, Fujikura, Ajinomoto, Toyota, Denso, Ebara, Cargill, AVK, Arcelor-Mittal, Atotech, Danvaegt, Nordisk, etc..

Domain Name Prosecution

“Advises blue-chip clients in the media, consumer products and technology sectors on the prosecution and enforcement of IP rights, including industrial designs, patents and trade marks. Also advises on domain name protection and the resolution of cyber-squatting issues, and continues to handle anti-counterfeiting actions. Well respected for its deep bench of experienced practitioners.”

Chambers Asia 2018/2019

Intellectual property is more than just patents, designs, trademarks and copyrights, it is often the foundation of many for building a strong business and critical assets in many more. How you define, register and protect your innovation and creativity are strategic bottom-line issues in today's market, not only in Vietnam but in a wider market, to create and maintain your competing edge. We understand the issues and can help you register, protect and use your intellectual property.

Our Team

We have a team of IP lawyers who have a wealth of experience and knowledge, not only in the local intellectual property/ Internet/ domain name laws, but also business minds. With those, we can assist clients in establishing, maintaining, and enforcing the rights and benefits related to domain names in

Vietnam. We provide practical guidance and precision in translation and other services needed during the registration process. Rather than simply communicating problems and impediments, we create and provide clients with solutions. Above all, our team is known to be the first choice in the sector in Vietnam.

Our Services

We advise and assist clients in determining the protection possibilities, counselling on registration and other steps that can yield significant advantages in maintaining and protecting domain names, not only in Vietnam, but in the region including Laos and Cambodia. Our services in this area include:

- Advice on registration, maintenance, use and protection;
- Agreement negotiation and preparation for the creation, ownership, licensing, purchase, sale of copyright material;
- Representing before competent authorities and third parties;
- Infringement advice, due diligence, and enforcement (including taking legal action against infringers); and
- Domain name dispute litigation.

Our Clients

Our clients in this area include Western Union, American Express, Body Shop, Olympus, NBC Universal, Tiger Airways, Yahoo!, Montres Rolex, Petrobras, etc..