

# Copyright Prosecution

“The IP team at Vision & Associates is led by *Dzung Nguyen*. The firm is recommended for trade mark and copyright work. A client notes that practitioners at the firm are “professional, responsive and communicate well”. IP deputy director Hung Do handles trade mark registration and contentious matters. Also in the soft IP team are Hong Nguyen; Ha Nguyen, a deputy director who works on prosecution; and Quan Nguyen, who assists with enforcement actions. Clients of the firm include Yahoo! and Sony.”

***IP Stars, Trademark & Copyright Editorial 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 copyright lawyers who have a wealth of experience and knowledge, not only in the local intellectual property/ copyright laws but also in the international laws and conventions that govern the procurement and enforcement of copyrights worldwide. With those, we can assist clients in establishing, maintaining, and enforcing copyrights 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 licensing and protecting copyrights. Our services in this area include:

- Copyrightability advice;
- Research for ownership and protectability issues;
- Advice on registration, use and protection;
- Agreement negotiation and preparation for the creation, ownership, licensing, purchase, sale or collection of royalties (under copyright licenses) of copyright material;
- Infringement advice and anti-piracy (including taking legal action against infringers); and
- Copyright dispute litigation.

## Our Clients

Our clients in this area include Population Service International, IDG Ventures Vietnam, Apave Vietnam & Southeast Asia, Heritage Snacks & Foods, LG Electronics, Sony Corporation, Yahoo!, etc..

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# Trademark Prosecution

**Tier 1:** Vision & Associates' IP practice, led by Do Quang Hung, advises owners of world-renowned intellectual property on anti-counterfeiting, registration oppositions and filings concerning trade marks and patents. At partner level, Nguyen Thi Thu Ha is a key contact, while senior associates Nguyen Vu Quan and Nguyen Thuy Hong are also noted. Clients include Jack Daniel's, Herbalife, Marvel Entertainment and Unilever.

**Band 1:** “Advises blue-chip clients across media, consumer products and technology on the protection of IP rights in Vietnam. Frequently assists in both prosecution and enforcement. Additional capacity in respect of domain name registration and resolution of cybersquatting issues.” “Key players in the market; they’ve been around a long time and have developed a good team.” Head of the trade mark department Do Quang Hung [*Band 2*] assists multinational clients on trade mark infringement proceedings in Vietnam. He also has experience advising on IP rights in Laos and Cambodia.”

**Chambers Asia 2016/2017**

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## **Our Team**

We have a team of trademark lawyers who have a wealth of experience and knowledge, not only in the local intellectual property/ trademark laws but also in the international laws and conventions that govern the procurement and enforcement of trademark worldwide. With those, we can assist clients in establishing, maintaining, and enforcing trademark rights not only in Vietnam, but also from Vietnam and in the region. 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**

Your trademarks are an increasingly important and valuable component of your asset portfolio in today's brand-driven global economy. We offer innovative, commercially-focused and practical advice to help you protect and manage your trademark portfolio strategically. Our services in this area include:

- Advising on selection and suitability of marks for registration;
- Trademark classifications;
- Searching prior registrations and applications;
- Advising on prospects for obtaining registration;
- Filing applications and prosecution to registration;
- Conducting opposition proceedings;
- Advising on proper use of trademarks in packaging, labelling, advertising in print and electronic media;
- Watching and renewing registrations;
- Advising on rights in trade names, trade dress, passing-off, unfair competition, and unregistered trademark rights acquired through use;•
- Negotiating and drafting agreements for the purchase, sale, or licensing of trademark rights;
- Registering license and user agreements; and
- Trademark enforcement and litigation.

## **Our Clients**

Our clients in this area include not only domestic clients such as HTV, PEB, Sowatco, etc., but also multi-national companies such as Lacoste, HP, Parfums Christian Dior, Boeing, P&G, Mead Johnson, GE, Warner Bros., etc..

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# Insurance

**Highly Recommended:** “Luu Tien Ngoc and Dang Trong Hieu, of the insurance practice at Vision & Associates”

***Asialaw Profiles 2016/2017***

**Tier 2:** “Luu Tien Ngoc and Le Tuan Anh regularly handle insurance-related instructions.”

***Asia Pacific Legal 500 2016/2017***

***Although being only given birth by a new development era of the country after the launch of “Doi moi” policy resulting in people’ speeding-up demand for safety and security in their life and activities, Vietnam’s insurance market quickly develops to receive the entry of many foreign comers. We act some insurance companies in the market and involve recently in some transactions in the sector, which involve the participation of insurance companies, government agencies and other third parties.***

## **Our Team**

Taking the lead in this field, our team comprises distinguished foreign and Vietnamese lawyers with a combination of international expertise and qualifications, and practical understanding of the nature of the local insurance market and legal framework which are both in the first making shape process, to provide clients with the best services.

## **Our Services**

Our services in this field cover:

- Business setting up;
- Advices on regulatory aspects of general insurance, life insurance, and statutory insurance (i.e. third party insurance, social/ healthcare/ unemployment insurance, and professional insurance);

- Policy reviewing and interpretations;
- Contract drafting, reviewing and finalizations.

## Our Clients

Our clients in this field include MSIG, QBE, UIC, SwissRe, etc.

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# Competition & Consumer

<p><b><u>Recommended:</u></b> Vision &amp; Associates is recommended.</p>
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*Asialaw Profiles 2016/2017*

*Enhancing 20-year practising experience in the fields of domestic and foreign investment, the Firm and its partners are strongly confident in assisting clients with advices and support in any phases of the full life of an investment project or an enterprise in Vietnam, from the establishment, production and/or trade, distribution and consumption of products, to the exit. We act beyond the “pure interpretation of words” as provided for by law to accompany clients during the protection of their legal interests and benefits and achievement of their business goals.*

## Our Team

We build up a team of lawyers who have not only high legal qualification and proceeding skills but having also business mind, and keep close connection with the State authorities in the fields. The number of clients authorizing our team to safeguard their business in Vietnam is incessantly increasing. We have successfully advised on various issues occurring to the clients during the implementation of their investment and running enterprises in Vietnam, and on such basis, helped

clients to overcome such hurdles.

## **Our Services**

We offer a wide range of services in these fields to clients who have their investment and enterprise in numerous sectors and throughout the country.

- Our services focus on the following:
- Providing legal and practical advices;
- Investigating the acts of infringement or violation;
- Participating in negotiations and conciliations between the parties;
- Representing the client at court or arbitration.

And the services cover the following:

- Competition and restrictive trade practices (including price fixing, refusal to supply, distribution arrangements, etc.);
- Consumer protection (including misleading or deceptive conduct, safeguarding brands, advertising and promotions clearance, sponsorships, etc.);
- Trade practices compliance;
- Product registration and liability; and
- Mergers & acquisitions (including dominance and concentration analysis).

## **Our Clients**

Our key clients in this area include Chevron, Yahoo! SEA, Acerlor-Mittal Vietnam, Unilever Vietnam, Ajinomoto Vietnam.