

# 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.”

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*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..