



Representative Legal Matters

Manh Hung Tran

Contentious IP

- Handled successful cases in trademark infringements, oppositions and cancellations for a wide range of brand owners in various sectors including media, fashion, medical products, technology, and consumer goods.
- Acted for leading multinational firms operating in technology, cosmetics, and consumer products in one of the very first domain name cases before the World Intellectual Property Organization.
- Acted for global brand names in luxury products and fashion in several anti-counterfeiting and anti-piracy raid actions against infringers in Vietnam.
- Acted for global brand names in multiple industries such as software, cosmetic & skincare, foods & beverage, coffee chain, etc. in several anti-counterfeiting and anti-piracy raid actions against infringers in the Quang Ninh province and in both Hanoi and Ho Chi Minh cities of Vietnam.
- Successfully acted for an American entertainment company to compel a local shop to take down all copyrighted images of our client's fictional character properties.
- Assisted the client in sending demand letters to claim other parties to remove all the copyrighted product images that they have been using without permission from their website and social media page.
- Assisted the client to win in a trademark squatting when a local company attempted to register their brand with more than 40 years of success.
- Assisted a global apparel and footwear brand in sending out demand letters to the local businesses that manufacture and distribute the infringing products in local markets and received full compliance.
- Assisted a multinational courier delivery services company in dealing with an unauthorized website in Vietnam purporting to operate under their brand.

Non-Contentious IP

- Handled large trademark portfolios management for world-wide brands in sectors of medical devices and health care, consumer products and retail food supplement.
- Handled large trademark portfolios management for renowned media corporations.
- Successfully assisted the client on a cross-border trademark case involving several jurisdictions including Vietnam, Russia, EU, US, Japan, Korea, Australia.

- Advised and assisted in trademark acquisition in an M&A deal for several franchising projects including the first convenient store chain in Vietnam for an international chain of a convenience store and other automobile and high tech licensing structures in Vietnam.
- Advised a leading globalised retail and wholesale corporation on its wholesale franchising business with its local subsidiary, including reviewing the franchise agreement, obtaining franchising registration, and advising on trademark license issues in Vietnam. This is the first franchised wholesale system in Vietnam.
- Advised and assisted a famous cosmetics brand on its franchising arrangements and the local registration process in Vietnam. This was one of the first franchise projects within the cosmetics sector in Vietnam, made even more significant given the current restrictions covering the retail sector in Vietnam.
- Advised a famous multinational clothing company on its franchising arrangements, deal structures, and the local registration process for its brand in Vietnam.
- Assisted in filing a counter-response, on behalf of the client, against the VNIPO's Notice of provisional refusal.
- Assisted the client in the consumer product sector in revoking a provisional refusal issued by the Intellectual Property Office of Vietnam (VNIPO) against their applied mark.
- Advised, prepared, and filed patent applications for the client in Vietnam.
- Assisted a food and beverages company in obtaining a franchise from a Japanese firm in order to bring the world-famous Japanese cheese tarts to Vietnam.
- Acted for the client in IP licensing and franchising project with BRG Group, which relates to building a theme park in Hanoi under its license.
- Assisted the client in successfully registering the company's marks in Vietnam.
- Assisted in conducting the searches and provided our comprehensive advice on trademark registration for the smartphone manufacturing and sales of the client.

Dispute Settlements

- Advised a number of joint venture companies in Vietnam on settling internal disputes between foreign Vietnamese partners in terms of organizational structures and working relationships between representatives of both foreign and Vietnamese partners.
- Advised on a landmark litigation case for the Vietnamese Government in conjunction with Baker & McKenzie's US offices.

Data Privacy & Cybersecurity

- Advised a firm on data leakage and incidents.
- Advised an international university on cybersecurity and data breach issues.
- Advised leading social media and digital services companies on significant regulatory issues, from market access, digital products to tax, e-commerce, data privacy, data localization, content management, advertising, licensing, and security.
- Advised an American multinational technology company that specializes in consumer electronics, computer software, and online services with regards to issues related to liability for content and data privacy.
- Advised multinational corporations on analysing Vietnam's legislative framework on cybersecurity and data privacy.

- Advised a streaming and media services provider on legal reviews and analyzing of the cybersecurity law and other relevant regulations relating to their plan to launch an interactive audio chat feature on their platform.
- Assisted a leading travel and technology company in reviewing data recording and transfer provisions under the privacy statement in accordance with Vietnamese laws and practices.
- Assisted a global leader in household appliances in advising, reviewing, and localizing privacy provisions under Vietnamese laws and practices.
- Assisted a multinational auto and truck parts manufacturer in a multi-jurisdictional project involving advice on data privacy laws and the review of related contracts and policies.
- Advised a major automobile company on various regulatory issues relating to e-commerce, online advertising, and cybersecurity.

TMT Sector

- Advise streaming clients and industry associations on a draft Cinema Law with direct advocacy to the Vietnam National Assembly Members and Drafting Team from international best practice in terms of film classification, ratings and age gating, etc.
- Actively involved in the development of the Draft Decrees on the management, provision and use of internet services and online information; e-Commerce, including certain application for online game services, among others.
- Advise various European, American, and global Chinese companies on advocating e-commerce regulations and implementing their e-commerce projects in Vietnam.
- Advised a leading Chinese multinational internet technology company in legal operation in Vietnam.
- Advising a South Korean online game developer, various Chinese technology companies, leading social media companies on providing online gaming services in Vietnam, including structuring, licensing, data privacy, etc.
- Advised a British multinational telecommunications company on Vietnam's regulatory framework survey and the selection of the most appropriate investment form under Vietnamese laws and practices.
- Assisted an American e-commerce portal with the preparation of investment license application dossiers that included a joint venture contract and charter and other related documents to assist the formation of a joint venture in Vietnam.
- Advising a major telecoms company on the establishment of the first CDMA and then converted 3G/4G network.
- Advised an American multinational technology conglomerate corporation on the establishment of one of the first foreign IT subsidiaries in Vietnam in 1999, import, export, and other post-licensing activities; Advised on a proposed VOIP project in Vietnam.