

Representative Legal Matters

Hoa Tran

- Successfully represented a global healthcare and pharmaceutical company in trademark enforcement against multiple infringers.
- Successfully represented a global consumer goods brand in working with the relevant authorities to conduct a raid and seizure of over 2,500 products from a trademark infringer.
- Worked alongside enforcement authorities to conduct ex-officio raids to reduce the visibility of a worldwide clothing brands' counterfeit goods in the local market.
- Advised a well-known online recruitment platform on its trademark portfolio, including advice on expanding the scope of protection covering related goods and services marks, and filing applications for its various classes of trademarks.
- Provided valuable assistance to one of the Vietnam's largest consumer goods and retail corporations in a successful cross-border trademark buyout negotiation with a sophisticated trademark squatter in Indonesia.
- Assisted the owner of a world-famous short-form video app with more than one billion monthly active users with defensive filing and trademark oppositions in Vietnam.
- Assisted a worldwide top provider of social networking, advertising and business solutions in various successful oppositions to other party's trademarks, under which the clients' trademarks have been recognized as well-known in Vietnam.
- Assisted an American multinational consumer goods corporation with conducting a brand-awareness survey for their razor product shapes in Vietnam, which had a favorable outcome.
- Provided a comprehensive brand-protection strategy for a renowned and top-tier Vietnamese entertainment company, and assisted the client with trademark filings for all characters in a history film project.
- Assisted a multinational entertainment company with their successful opposition to a trademark registration by a third party that was a clear infringement of the client's brand.
- Assisted a global direct-selling company with filing a domain name complaint to a former distributor who continued to present the client's brand and products after the termination of their distribution contract.
- Successfully assisted a client in requesting a cancellation action against an infringing company using the client's same logo in Vietnam on the grounds of bad faith.

- Represented clients in different fields and industries - including fashion, food and beverage, cosmetics, entertainment, IT-related, social media and education - in a number of successful trademark opposition proceedings, under which the clients' trademarks have been recognized as well-known in Vietnam.
- Acted for clients in different fields and industries - including fashion, food and beverage, cosmetics, entertainment, IT-related and social media - in conducting enforcement actions against counterfeit products and infringing acts in Vietnam.
- Advised the Firm's global key clients on strategies of managing and expanding their trademark portfolios in Vietnam.
- Assisted world-leading fashion brands in anti-counterfeiting campaigns in Vietnam.
- Assisted a world-leading social media platform in reviewing and advising on IP-related takedown requests.
- Assisted world-leading brands in domain name dispute resolution proceedings before the WIPO Arbitration and Mediation Center.
- Assisted a body- and hair-care products manufacturer in successfully registering the company's marks in Vietnam.
- Assisted a multinational courier-delivery-services company in dealing with an unauthorized website in Vietnam purporting to operate under their brand.
- Assisted a global apparel and footwear brand in sending out demand letters to local businesses that manufacture and distribute the infringing products of the client in local markets, and received full compliance.
- Assisted a client in sending demand letters to another party to remove all copyrighted product images that have been used without permission from their website and social media page.
- Acted for an American entertainment company to compel a local shop to take down all copyrighted images of the client's fictional character properties.
- Represented a client in successful trademark oppositions against local businesses' marks applied to coffee and other beverage products and services that were confusingly similar to the client's well-known registered trademark in Vietnam.
- Represented a client in a successful trademark opposition against the local company's mark that was confusingly similar to the client's mark relating to telephone and software products, and services in Vietnam.
- Represented a client in successful trademark filing projects in Vietnam, Laos and Cambodia.
- Represented a client in successful trademark infringement and raid actions against local stores selling furniture and coffee products, and services in Hanoi.

Baker McKenzie.

- Represented a client in successful trademark infringement and raid actions against local stores selling fashion counterfeits in Ho Chi Minh City.
- Represented a client in successful trademark infringement actions against local convenience stores and restaurants using signs confusingly similar to the client's trademarks in Vietnam.
- Advised on trademark protection strategies for several clients in different industries, including food, consumer products, pharmaceuticals and fashion.
- Advised on trademark use and trademark advertisement projects in Vietnam.
- Represented a client in successful UDRP domain name disputes.