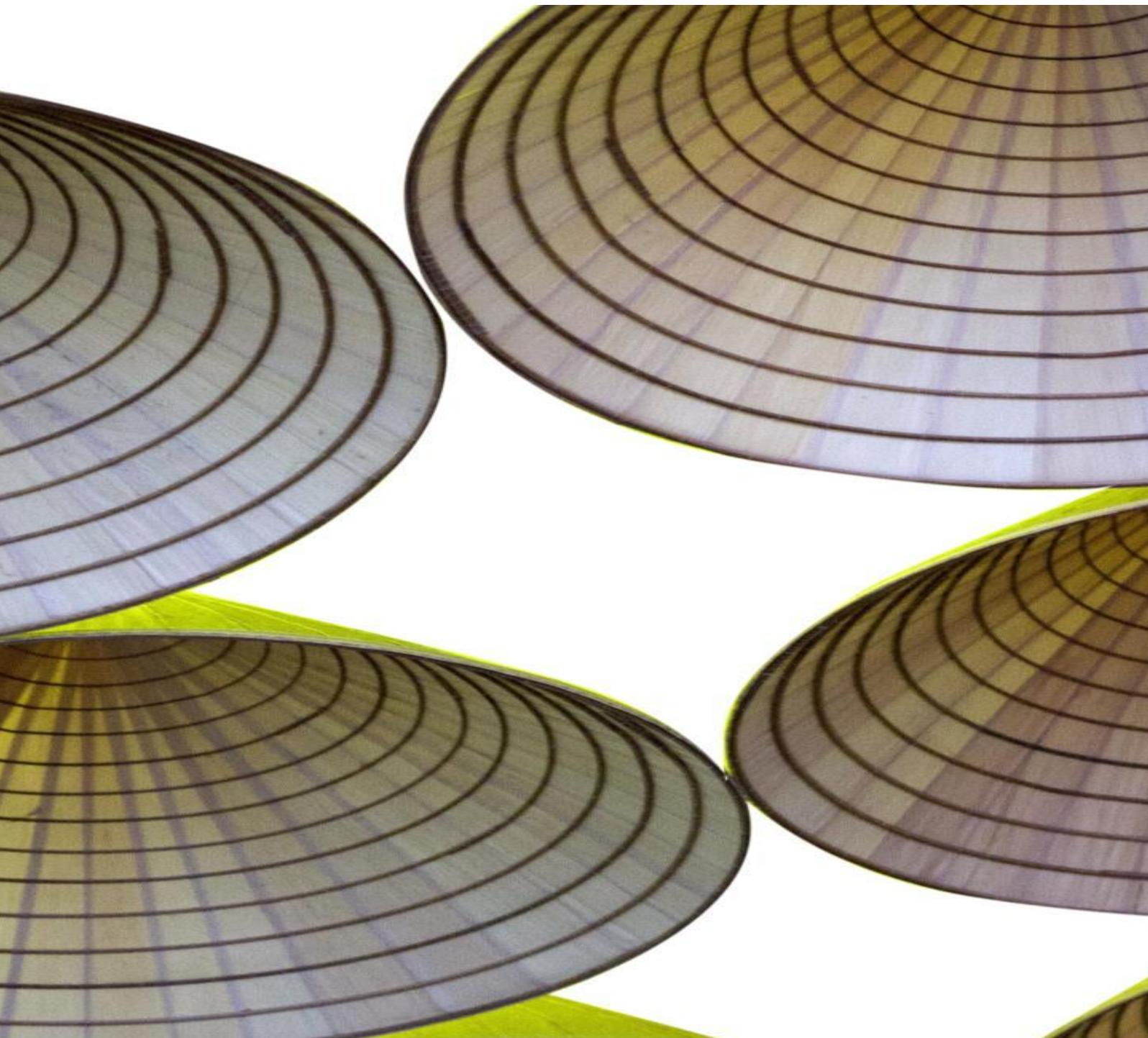


Intellectual Property

Vietnam



A member firm of Baker McKenzie, BMVN International LLC ("**BMVN**") is a fully licensed law firm and Intellectual Property ("**IP**") agent in Vietnam. The firm specializes in all IP services, as well as franchising, litigation, and general corporate matters.

Since its inception, BMVN has fostered a reputation as a local firm with an international perspective and extensive resources. With lawyers and senior legal consultants focusing on the broad spectrum of IP and commercial IP transaction matters, BMVN has the depth of talent to create specialized teams for each type of case it handles. Recently, BMVN's franchising practice has been particularly prominent, with multinational and local corporations alike seeking the advice of BMVN's expert team to assist in establishing franchises and other commercial presences throughout Vietnam.

The firm has also been consistently recognized as one of Vietnam's leading IP law firms. Baker McKenzie won Managing IP's Asia Pacific Firm of the Year 2018 award. BMVN's lawyers, some of the foremost experts on Vietnam's IP law, have several decades of collective experience in assisting a diverse range of multinational and local clients with successful IP registration, cancellation, appeals, litigation and enforcement, copyright, licensing, and franchising.



BMVN Team Profiles



Tran Manh Hung

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Tran Manh Hung leads the Firm's Intellectual Property Practice in Vietnam. Under his leadership, the Firm has consistently been rated among the top IP law firms in Vietnam. Ranked as a leading lawyer by *Chambers Global*, *Chambers Asia* and *Legal 500 AP*, Hung has successfully represented some of the world's largest multinational companies in contentious and non-contentious aspects of IP law, including patents, designs, trademarks, copyright, unfair competition, anti-counterfeiting, anti-piracy, domain name disputes, commercial IP involving franchising and licensing arrangements, trade secrets, and technology.

As a respected and highly recommended advocate for IP rights, Hung continues to successfully represent leading international companies regarding a broad range of IP related matters. He has worked closely with the Vietnamese government authorities to vigilantly enforce IP rights and to obtain an IP registration for a new and highly contentious drug manufacturing technique. He has also been called upon by the Vietnamese government to help review and revise the country's IP Laws and the Criminal Code's IP provisions.

Hung has presented on various aspects related to IP matters in Vietnam, Hong Kong, Tokyo, Austria, U.K., and the U.S. He speaks regularly at IP/franchising workshops and seminars and lectures frequently on lawyering skills at several leading universities, including Hanoi Law University, the Diplomatic Academy of Vietnam, Hanoi Foreign Trade University, and the MBA Program of CFVG. He has also served as the Chairman of the Legal Committee of the American Chamber of Commerce (Hanoi Chapter).

Hung has been endorsed as a "Strongly Recommended IP Lawyer" by *Global3000*, and has received high recognition by *Asialaw* and *Managing IP Asia*. He has also been named as a leading lawyer by the Vietnam Central Television. He received the "Lawyer of the Year" distinction from the Vietnam Lawyers' Federation, the Ministry of Justice and *Legal Magazine*. Hung was also named in the 2015 edition of *Who's Who Legal* in the field of Franchising.

In the 2018 edition of *World Trademark Review 1000*, BMVN was praised as "the best option for international rights holders in need of support in Vietnam" and "a high- quality, solid performer that manages cases assiduously." Hung "earns applause for his professionalism, attention to detail and profound knowledge of the Vietnamese market. He thinks outside the box to proactively find solutions and is a pragmatic professional who is open to feedback and willing to go the extra mile to make improvements to the service."

Additionally, Hung received the "IP Star" award from *Managing Intellectual Property* in 2018/2019 and *World Intellectual Property Review* commended him for his work in patents and trademarks in 2018.

Hung has written highly regarded publications in the field of Intellectual Property. He is the author of "New conditions for IP-related crimes in Vietnam" (*Managing Intellectual Property*, August 2017); "Trademark - An Asian Comparison" (Vietnam chapter)

(*Asia Business Law Journal*, May 2017); "Vietnam grapples with well-known trade marks" (*Managing Intellectual Property*, April 2017); "No more 'Wild West' in telecom sector" (*Vietnam Investment Review*, January 2017); and is the co-author of "What 'Commercial Scale' Means In IP Trade Agreements" (*Law360*, July 2018), "Put to one side - One significant aspect of the deal that may supersede the TPP is the removal of provisions relating to intellectual property" (*Vietnam Economic Times*, January 2018); "Vietnam - Up against in the system" (*World Trademark Review*, November 2017) among many others.

Hung has been practicing law in Vietnam since he graduated from Hanoi Law University in 1995 with an LL.B. in Economic Law. In 2000 he received his LL.M. in International Economic and Business Law from Kyushu University (Japan) under a scholarship from the Japanese Government.

He speaks fluent English and Vietnamese and is proficient in Japanese.





Quach Minh Tri

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Quach Minh Tri is a seasoned lawyer with more than seventeen years of experience. He specializes in IP litigation, IP enforcement, IT and media laws, as well as commercial disputes.

Tri is well renowned for his practical expertise and has published articles in *Bloomberg BNA*, *Asia Law & Practice* and other major publications. He also specializes in employment, privacy, internet, and information technology law.

Tri began his legal career in Vietnam in 2000 and has acted as a registered IP attorney before the National Office of Intellectual Property of Vietnam, and a licensed lawyer before courts and other authorities.

He is frequently invited to speak at seminars and regularly gives lectures to law students in both Vietnam and Japan. Quoting from the *World Trademark Review 1000*, 2018, "Minh Tri Quach and Manh Hung Tran are people brands want fighting their corner."

Tri graduated from Hanoi Law University, with an LL.B. in 1999 and received an LL.M. degree from Nagoya University in Japan in 2009. He speaks English, in addition to his native Vietnamese, and is conversant in Japanese.



Tran Thi Kieu Hoa

Special Counsel

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Tran Kieu Hoa has been practising Intellectual Property law since 2004 and is a licensed practitioner at the National Office of Intellectual Property. Hoa has experience and expertise in both contentious and non-contentious IP matters. Prior to joining BMVN, she worked as an Intern and Associate with the Trademark Unit at Baker McKenzie London. Hoa primarily handles contentious IP matters including infringement, unfair competition, domain name dispute, and copyright.

Quoting from the *IP STARS HANDBOOK 2018*, "Thi Kieu Hoa Tran is also commended by her client: 'Hoa Tran is wonderful to work with. She is thorough and her advice is very clear.'"

Hoa has been licensed to practice law in Vietnam since 2008. She is a graduate of Hanoi Law University and Queen Mary, University of London, United Kingdom (LL.M. in Intellectual Property Law). She speaks fluent English, in addition to her native Vietnamese.





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Ninh Thanh Thuy's practice focuses on non-contentious intellectual property. With nearly seventeen years of experience as a trademark attorney, Thuy has assisted clients with trademark filings in several countries, including Vietnam, China, Taiwan, Laos, Cambodia, Myanmar, and other ASEAN countries. She worked as the Head of the Trademark Division of a local law firm for nearly eight years before joining BMVN. Her expertise lies in handling large trademark portfolios for major multinational companies.

Thuy is a qualified IP agent at the National Office of Intellectual Property of Vietnam. She is a graduate of Hanoi University of Social Sciences & Humanities (LL.B., 1999) and University of Foreign Studies (B.A. Foreign Languages, 2002). In 2010, she graduated from Hanoi National University with an LL.M. degree. She speaks English, in addition to her native Vietnamese.



Trinh My Hanh

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Trinh My Hanh has over twenty years of experience working in Intellectual Property law, having begun her career at the first local law firm in Vietnam to specialize in the field. She has expertise in trademark searches and trademark prosecution. My Hanh currently manages large trademark portfolios for several multinational companies.

My Hanh is a qualified IP agent at the National Office of Intellectual Property. She received an LL.B. from Hanoi Law University in 2001. She additionally received a bachelor's degree in Russian from Hanoi University of Languages in 1994 and a bachelor's degree in English from Hanoi University of Foreign Language Pedagogy in 1995. She speaks English and Russian, in addition to her native Vietnamese.



Pham Thi Ngoc Dung

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Pham Ngoc Dung is a Intellectual Property consultant with over eighteen years of IP legal experience. Previously, Dung headed a local boutique IP firm in Hanoi, where she oversaw patent prosecution applications, industrial designs, and trademark related issues. She has coordinated with the Vietnamese government authorities on numerous IP infringement cases across multiple jurisdictions, and has built up an extensive network of clients.

Dung qualified as an IP agent in 2006 and received an LL.B. from the School of Law of Vietnam National University in Hanoi in 2010. She additionally received a bachelor's degree in Economics from the National Economics University in 1996. She speaks English, in addition to her native Vietnamese.



Nguyen Hai Hoang

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Nguyen Hai Hoang's principal area of practice is contentious intellectual property with a focus on licensing, franchising, and technology law. He has nine years of experience in enforcement and unfair competition in Vietnam. Hoang acted as senior assistant to the Head of the Intellectual Property Department at one of the first law firms to specialize in the field of Intellectual Property in Vietnam. He frequently advises various top brands on franchising projects in Vietnam and has been involved in a number of landmark IP cases.

Hoang graduated from Hanoi Law University in 2004 with an LL.B. and has completed the lawyer professional training course at the Ministry of Justice. He speaks English, in addition to his native Vietnamese.



Le Viet Hung

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Le Viet Hung is one of Vietnam's foremost experts on patents and Intellectual Property law. Before joining the Firm in 2007, Hung worked as a senior legal expert for the Legislation Department of the National Office of Intellectual Property of Vietnam ("NOIP"). Hung was a member of Vietnam's Delegation to the World Trade Organization, where he was instrumental in negotiating IP components of Vietnam's accession to the WTO. He also helped draft Vietnam's first IP laws. Hung's legal practice covers diverse aspects of patent prosecution and enforcement, IP law and international treaties, trademark disputes, parallel imports, unfair competition, licensing and trade secrets in Vietnam. In the realm of patent law, he represents various multinational pharmaceutical companies in combatting the manufacturing, importation, and distribution of generic products in Vietnam and leads the Firm's patent prosecutions at the NOIP.

Hung has been registered as an industrial property agent since 2010 and is a graduate of Hanoi University of Technology (Hanoi Polytechnic University), Vietnam, where he received a B.S. in Chemical Engineering in 1995. He began his career as an on-the-job intellectual property training consultant for an Indonesian firm. He has attended various training courses on intellectual property, such as Enforcement of Intellectual Property (Tokyo, Japan) and Intellectual Property in the Global Economy (Stockholm, Sweden). He speaks English, in addition to his native Vietnamese.





Le Vu Ha

Senior Patent Expert

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Le Vu Ha received a B.E. degree in Informatics from Hanoi University of Technology, Vietnam in 1993, a M.Sc. degree and a Ph.D. degree, both in Computer Science, respectively from the California State Polytechnic University in 2000 and from the Center on Advanced Computer Studies, University of Louisiana at Lafayette, USA in 2003. He has been a lecturer at the Faculty of Electronics and Telecommunications (FET), VNU University of Engineering and Technology, since 2004. He worked as a researcher at the Institute of Information Technology, National Academy of Science and Technology (1993-1997), and as a post-doctoral researcher at the Institute of Fundamental Electronics, University of Paris-Sud 11 (2006-2007). He is currently Head of the Signals and Systems Laboratory at FET. His research and teaching interests include machine vision and 3D vision, automatic image and video annotation, super-resolution imaging, bio-medical imaging and signal processing, and multimedia communications. Ha is author and co-author of several books and textbooks in English and in Vietnamese on the topics of control system engineering, computer vision and image processing, sensor networks, and emerging technologies in communications.

Dr. Le Vu Ha is a member of the IEEE Computer Society and Signal Processing Society (USA), IEICE (Japan), and REV (Vietnam). He has served as an editorial board member of the REV Journal on Electronics and Communications and as an organizing committee member of the International Conferences on Advanced Technologies for Communications (2008-2012). He has also served as a technical committee member and reviewer for several international journals and conferences, including Digital Signal Processing journal, EURASIP Journal on Embedded Systems, and EURASIP Journal on Advances in Signal Processing.



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Nguyen Quy Hoai is a member of the Vietnam Intellectual Property and Dispute Resolution Practice Group. Hoai's practice includes IP enforcement and litigation. He has extensive experience in dealing with trademark, domain name, and copyright disputes, as well as other areas including marine, property, construction, and financial disputes. Prior to joining the firm, Hoai worked as an in-house counsel for a leading insurance company in Vietnam.

Hoai obtained his LL.B. from Ho Chi Minh City University of Law in 1998 and was admitted to the Ho Chi Minh City Bar in 2007. He is fluent in English, in addition to his native Vietnamese.



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Nguyen Huu Tuan advises primarily on both contentious and non-contentious intellectual property and has experience advising companies on operational matters. Prior to joining the Firm, Tuan worked for a leading multinational fast-moving consumer goods company in Vietnam, Malaysia, and Singapore.

Tuan obtained an LL.B. from Hanoi Law University, a master's degree in Peace and Conflict Studies from Malmo University (Sweden) and a master's degree in Intellectual Property Law from the Hanken School of Economics (Finland). He speaks fluent English, in addition to his native Vietnamese.



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Duong Bao Trung's practice mainly focuses on IP, IT, dispute resolution, investment, privacy, and internet law. Prior to joining the firm, Trung worked at a local IP firm. He recently graduated with his LL.M. from Harvard Law School under the firm's scholarship.

Trung has published articles in major publications in Vietnam, Hong Kong and the United Kingdom. Trung received an LL.B. degree with Honors from Hanoi Law University, where he graduated *summa cum laude* and was ranked as the top student in his class. He speaks fluent English, in addition to his native Vietnamese.



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Do Son Tuan is a lawyer with more than seven years of experience. He specializes in IP prosecution and enforcement. Tuan has extensive experience in advising, drafting and processing responses and arguments in trademark litigation, appeals, opposition strategy issues and cancellation proceedings as well as assignment and licensing. He is also experienced in supporting international and multinational clients in establishment and protection of IPRs in Vietnam and other jurisdictions in South East Asia region.

Tuan graduated from Hanoi Law University, with an LL.B. in 2006 and received an LL.M. degree from Hanoi National University in 2015.



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Eunjung Han graduated from Kyunghee University and received her J.D. from Santa Clara University School of Law in 2012.

During law school, Eunjung interned in both the private and public sectors. As a 1L and 2L, she spent her summers clerking at law firms in Seoul. As a UN legal intern, she advised on facilitated practical action concerning the 1954 Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict.

Prior to law school, Eunjung was a staff reporter for The Korea Times, a Seoul-based English language newspaper.

She is fluent in both English and Korean.



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Do Bich Van has been registered as a Patent Attorney since 2005. She previously served as a patent expert for a state-owned IP firm for 9 years. Although Van's practice specializes in chemical and pharmaceutical patents, she prosecutes patents in other areas of IP Law, including mechanics and computers.

Van is a member of the Asian Patent Attorneys Association ("APAA"), the International Association for the Protection of Intellectual Property ("AIPPI") and the Vietnam Intellectual Property Association ("VIPA"). She is a graduate of Hanoi University of Technology (Hanoi Polytechnic University) and holds a degree in chemical technology.



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Ms. Vy Vo has experience assisting clients in resolving disputes in court as well as drafting court documents, such as the petition, opinions letters, appellate letters and providing legal advice on anti-corruption and/or corporate compliance issues, commercial disputes and labour disputes. She has also been involved in some high-profile litigation cases resolved by Vietnamese courts.

Before joining Baker McKenzie, Vy worked for a foreign communications company as a legal administrator. She speaks English, in addition to her native Vietnamese.



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Hoang Ngoc Quan is a Paralegal in the firm's Dispute Resolution and IP groups. Prior to joining Baker McKenzie, he was an intern at the firm and at the law firm Mayer Brown JSM - Hanoi Branch. Quan assists lawyers in preparing substantive legal analysis encompassing areas of laws such as IP, consumer protection, civil/commercial contracts, corporate compliance, corporate law and dispute resolution.

Quan graduated with honors from the Diplomatic Academy of Vietnam - Faculty of International Law in 2016. He speaks fluent English, in addition to his native Vietnamese.



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Nguyen Tien Dat is a Paralegal, assisting attorneys with various IP matters, primarily focused on trademark searches and trademark prosecution. Prior to assuming his current position, he interned at the firm and completed the Vocational IP Course (IP2, class of 2016) organized by Baker McKenzie and BMVN in collaboration with HLU.

Dat graduated from Hanoi Law University with a Bachelor's Degree in International Trade and Business Law. He speaks fluent English, in addition to his native Vietnamese.



Dang Minh Tan

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Dang Minh Tan is an IP Paralegal, assisting attorneys with various IP matters, including trademark execution, trademark enforcement and commercial IP transactions. He has also been a member of the product registration team under the Healthcare - Pharma Practice Group since March 2015. Prior to joining Baker McKenzie, he interned at the firm and participated in the IP Vocational Training Course program.

Tan graduated from Hanoi Law University with a Bachelor's Degree in International Trade and Business Law. He speaks English, in addition to his native Vietnamese.





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Dang Vu Thuy Linh (Jenny) was a former intern at BMVN, where she mainly assisted lawyers with contentious IP matters, filing and IP enforcement. She also worked with the product registration team in various matters in the fields of pharmaceutical and healthcare.

Linh graduated *summa cum laude* with a major in Economic Law from Hanoi Law University in 2016. She received an LL.M. in Intellectual Property Law with distinction from Indiana University Robert H. McKinney School of Law, USA, in 2017. She speaks fluent English, in addition to her native Vietnamese.



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Nguyen Anh Hieu was a former an IP enforcement clerk, supporting the Firm's IP Team. Hieu started as an intern at the firm and completed the Vocational IP Course. Hieu specializes in market investigation, which includes conducting on-site surveys and research on infringement matters in order to compile advisory reports for clients on appropriate enforcement actions. He also works closely with state authorities, such as the Market Management Bureau, to verify the authenticity of products in the market. Hieu is also a member of the product registration team.

Hieu received an LL.B. from Hanoi Law University, Vietnam in 2016. He speaks English, in addition to his native Vietnamese.



Nguyen Thai Ha

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Nguyen Thai Ha provides legal support in both contentious and non-contentious IP matters. Prior to joining the Firm, Ha was exposed to an array of IP and translation issues while working at a local law firm for two years under the direct training of one of the most highly-regarded IP lawyers in Vietnam.

Ha graduated from Vietnam National University's Double Degree Program in 2015, with a Bachelor of Laws and a Bachelor of Arts in Linguistics. She speaks English, in addition to her native Vietnamese.



Nguyen Thi Lien

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Nguyen Lien co-manages the Global IP Manager (GIPM) docketing system and monitors trademarks, patents, industrial designs, licenses and assignment matters in Vietnam for our multinational clients. In addition to the docketing work, Lien assists attorneys with IP matters, primarily focusing on trademark searches and trademark prosecution. Before joining the firm in 2009, Lien worked as a Secretary to the General Manager of a JV packaging company.

Lien graduated from Hanoi University of Foreign Studies (Hanoi University) with a degree in English Translation and Interpretation, in 2006. She additionally obtained a Bachelor's degree in International Economics at Hanoi Foreign Trade University in 2011. Lien has also completed a general module in Intellectual Property, organised by the NOIP in collaboration with WIPO Academy. She speaks English, in addition to her native Vietnamese.



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Nhung graduated from the Institute of International Relations (Diplomatic Academy of Vietnam) in 2007, majoring in International Law. She additionally obtained a master's degree in Business Administration from Foreign Trade University in 2012. She speaks English, in addition to her native Vietnamese.



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Anh graduated from the University of Foreign Studies, with a BA in Foreign Languages in 1999. She additionally obtained a BA in Banking and Finance in 1998. She speaks English, in addition to her native Vietnamese.





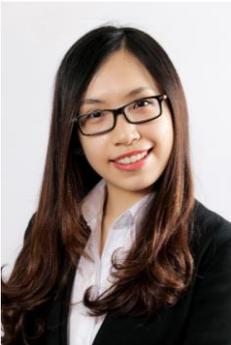
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Nguyen Ha Phuong's practices encompass both contentious and non-contentious IP matters. She joined the firm as an IP Clerk and assists both the trademark prosecution team and the contentious trademark team in a wide range of IP issues. Prior to joining the firm, Phuong worked as an IP Consultant at a local IP firm.

Phuong graduated from Hanoi Law University with an LL.B. She speaks English, in addition to her native Vietnamese.



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Nguyen Khanh Ly is an IP Clerk and GIPM administrator. She has been working on BMVN's docketing system to monitor trademark and dispute matters in Vietnam for multinational clients since Jan. 2016. Prior to joining the GIPM team, Ly worked as a legal intern and a secretary to the Special Counsel of BMVN International LLC.

As an IP Clerk, Ly assists both the trademark prosecution and contentious trademark teams in a wide range of IP issues. Her practice mainly concentrates on handling trademark disputes, including opposition, cancellation and infringement proceedings. She also assists the IP enforcement team in drafting market survey reports.

Ly graduated from Hanoi Law University (HLU) with a Bachelor's degree in International Trade and Business Law in June 2016. Ly speaks fluent English, in addition to her native Vietnamese.



Mac Van Nam

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Mac Van Nam is a Canadian-Vietnamese paralegal and translator. Prior to joining the Firm in June 1994, he worked for the United Nations High Commissioner for Refugees as a translator/interpreter.

Nam graduated from Sheridan College and worked in the real estate business in Canada before resettling in Vietnam. He speaks English, in addition to his native Vietnamese.





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Nguyen Phuong Thao joined the Firm's Hanoi office in October 2004 and became a legal translator in July 2006.

Thao graduated from Hanoi Foreign Trade University (2004) with a Bachelor's Degree in Business English. She speaks English, in addition to her native Vietnamese.





Baker McKenzie helps clients overcome the challenges of competing in the global economy.

We solve complex legal problems across borders and practice areas. Our unique culture, developed over 65 years, enables our 13,000 people to understand local markets and navigate multiple jurisdictions, working together as trusted colleagues and friends to instill confidence in our clients.

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BMVN International LLC is a member firm of Baker & McKenzie International, a Swiss Verein with member law firms around the world. In accordance with the common terminology used in professional service organisations, reference to a "partner" means a person who is a partner, or equivalent, in such a law firm. Similarly, reference to an "office" means an office of any such law firm. This may qualify as "Attorney Advertising" requiring notice in some jurisdictions. Prior results do not guarantee a similar outcome.