



Representative Legal Matters

Manh Hung Tran

Contentious IP

- Handling successful cases in trademark infringements, oppositions and cancellations for a wide range of brand owners such as Lacoste, Volvo, SCA Hygiene Products AB, Benjamin Holding, Seiko, Hallmark, Triumph International, etc.
- Acting for Hugo Boss, P&G in one of the very first domain name cases before the World Intellectual Property Organization.
- Acting for Calvin Klein, The Body Shop, Ricoh, Bose, Sawafuji, etc. in several anti-counterfeiting and anti-piracy raid action against infringers in the Quang Ninh province and in both Hanoi and Ho Chi Minh cities in 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 a consumer goods company in sending demand letters to compel other party to remove all the copyrighted product images that they have been using without permission from their website and social media page.
- Assisted a multinational beauty company in winning a trademark squatting claim against a local company that attempted to register their brand after 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. Thereafter, received full compliance from infringers.
- Assisted a multinational courier delivery services company in dealing with an unauthorized website in Vietnam purporting to operate under its brand.

Non-Contentious IP

- Handling large trademark portfolios management for clients in the healthcare, consumer goods, and media industries.
- Advising and assisting in trademark acquisition in an M&A deal for APBL, franchising projects including the first convenient store chain in Vietnam for Circle K Store, Inc., and other automobile and high-tech licensing structures in Vietnam.
- Assisted in filing a counter-response on behalf of a fashion brand against the VNIPO's Notice of provisional refusal.

- Assisted a fragrance and grooming products company in filing appeals against the VNIPO's provisional refusal arguing that the Applied Mark does not carry any descriptive significance with respect to the designated goods.
- Advised, prepared and filed 27 patent applications for a Russian nuclear energy company in Vietnam.
- Assisted a food and beverages company in obtaining a franchise from PABLO Enterprise PTE. LTD. in order to bring the world-famous Japanese PABLO cheese tarts to Vietnam.
- Acting for a Japanese character goods manufacturer in IP licensing and franchising project with BRG Group, which relates to building a theme park in Hanoi under its license.
- Assisting the client in successfully registering the company's marks in Vietnam.
- Assisted in conducting searches and provided comprehensive advice on trademark registration for the smartphone manufacturing and sales of a Vietnamese conglomerate

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.
- Acted as the authorized representative of a multinational industrial gases firm that filed a lawsuit to claim for compensation of the Fees it should have earned during the remaining term of the Contract due to unilateral contract termination.
- Acted as the authorized representative of a tech company that filed a lawsuit against its subcontractor to claim the remaining advance and interest due to the subcontractor's inadequate products.

Data Privacy

- Advised an American multinational technology company that specializes in internet-related services and products in multijurisdictional due diligence with regard to issues related to liability for content and data privacy.
- Assisted a leading travel and technology company in reviewing data recording and transfer provisions under a 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 multijurisdictional project involving advice on data privacy laws and the review of related contracts and policies.

Telecommunication and IT Sector

- Advised British Telecom on Vietnam's regulatory framework survey and the selection of the most appropriate investment form under Vietnamese laws and practices.
- Assisted MeetChina.com in the preparation of investment license application dossiers that included a joint venture contract and charter and other related documents to assist in the formation of a joint venture in Vietnam.
- Advising a telecoms company on the establishment and operation of a CDMA2000 mobile project with the total investment capital of up to USD 655.9 million in Vietnam under

Vietnamese law and practices. Advising on the ongoing conversion of the CDMA to GSM and 3G projects.

- Advised a tech company 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.

Banking & Finance

- Advised Military Bank Vietnam (MB Bank) on the issuance of a loan to Tan Hoang Cau Ben Tre JSC with guarantees from the Danish Export Credit Agency.
- Advised MB Bank as security agent in relation to the USD 140 million funding of Hong Phong 1 JSC solar project.