



# Intellectual Property Consulting

PROTECTING AND DEPLOYING THE INTANGIBLES

## IP Issues

- Unrecognized, unprotected, or uncommercialised valuable assets
- Increased IP infringements
- Limited IP in-house experts or inconsistent IP management policies and procedures

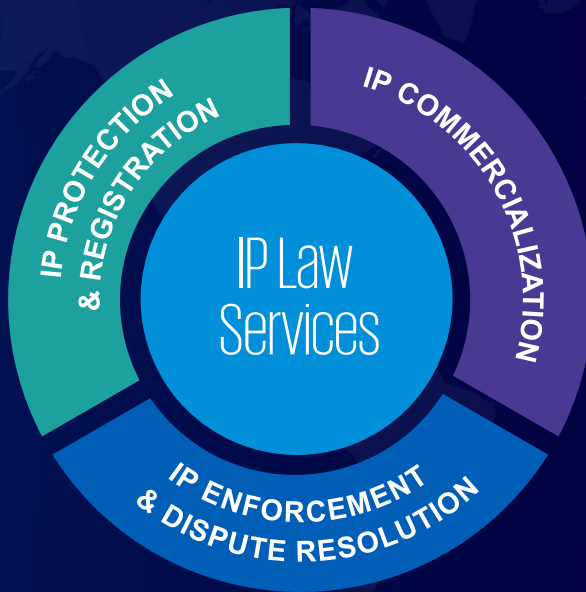
## Why KPMG

KPMG's comprehensive Intellectual Property services are designed to assist you throughout IP Protection, IP Management to IP Deployment.

Our team of award-winning experts with multidisciplinary experience provides strategic solutions to help you position, protect and profit from your IP assets in Vietnam market.

# Our IP Law Services

Full range of Intellectual Property (IP) services at all aspects of the IP registration, acquisition, management, commercialization, and enforcement



## ■ IP PROTECTION & REGISTRATION

- Portfolio assessment and developing filing strategy, from devising the searching, filing, opposition strategy through to managing renewals and maintenance, for trademarks, designs, patents, geographical indications and copyright
- Measures to protect unregistered IPRs (trade-secrets) and valuable technical intangible assets (domain name, blockchain-based products)
- Risk assessment and regulatory compliance
- IP workshop and education program for stakeholders

## ■ IP COMMERCIALIZATION

Solutions to market IP assets to maximize profits and business growth:

- IP management including IP audit, IP valuation, IP strategy for market entry, IP relocation alongside spinoff
- Contractual arrangements relating to licensing, technology transfer, joint ventures, franchising
- Legal assistance supporting financial funding using IPRs

## ■ IP ENFORCEMENT & DISPUTE RESOLUTION

Practical solutions to settle IP disputes and minimize infringements on conventional and online marketplaces:

- Market watch to uncover infringements and adverse parties
- Dispute settlement via negotiation or amicable warning
- Proper statutory enforcement routes including criminal IP enforcement, civil IP enforcement, administrative IP enforcement, and Customs IP border enforcement
- Online infringement enforcement
- Domain name recovery



## Contact us



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