



# 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



**Richard Stapley-Oh**

Managing Partner  
Attorney-at-law  
KPMG Law in Vietnam and Cambodia



**Bui Thi Thanh Ngoc**

Partner  
Attorney-at-law, Certified IP Agent  
KPMG Law in Vietnam and Cambodia



**Nguyen Thi Nhat Nguyet**

Director  
Attorney-at-law, Certified IP Agent  
KPMG Law in Vietnam and Cambodia



**Yann Rousselot-Pailley**

Director  
Digital Innovation Advisory  
KPMG in Vietnam and Cambodia



**Dr. Franz Degenhardt**

Director  
Head of Valuation Services  
KPMG in Vietnam and Cambodia

## Hanoi

46<sup>th</sup> Floor, Keangnam Landmark 72,  
E6 Pham Hung, Me Tri, Nam Tu Liem

T: +84 (24) 3946 1600

## Ho Chi Minh City

10<sup>th</sup> Floor, Sun Wah Tower,  
115 Nguyen Hue, Ben Nghe, District 1

T: +84 (28) 3821 9266

## Da Nang

D3, 5<sup>th</sup> Floor, Indochina Riverside Towers,  
74 Bach Dang, Hai Chau I, Hai Chau

T: +84 (236) 351 9051



Scan to visit our website: [kpmg.com.vn](http://kpmg.com.vn)

Email: [kpmghcmc@kpmg.com.vn](mailto:kpmghcmc@kpmg.com.vn)

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavour to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2022 KPMG Limited, KPMG Tax and Advisory Limited, KPMG Law Limited, KPMG Services Company Limited, all Vietnamese one member limited liability companies and member firms of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.