

Hoa Tran

Partner

Hanoi

BMVN International LLC

Hoa Tran is a partner in the Firm's Hanoi office and the head of our Trademark Practice. She joined the Firm in early 2004 and has been with the Firm for 20 years. Hoa is a recognized nationally qualified industrial property practitioner by the Vietnam Ministry of Science and Technology, and frequently represents the Firm's clients before the Intellectual Property Office of Vietnam, highlighting her expertise as a top IP professional.

Hoa has actively represented the Firm working together with Vietnamese government authorities to review and revise the country's IP law for several years. She is currently an active member of the Vietnam Intellectual Property Association, where she assists clients and IP practitioners in raising concerns about daily IP practice with local authorities. Her outstanding contributions to the IP field have consistently earned her recognition as a leading lawyer by legal directories.

Hoa has written many articles on IP-related topics such as copyrights, trademarks, trade secrets, enforcement and anti-counterfeiting, published in reputable local, regional and global publications. Hoa has also spoken at a number of conferences, seminars and workshops hosted by organizations, including the World Intellectual Property Organization, the United States Patent and Trademark Office, the International Trademark Association, the Vietnam Intellectual Property Association, the Intellectual Property of Vietnam Office, and other forums and institutes. Hoa also serves as a visiting lecturer on IP law at several universities in Vietnam and Japan.

Professional Experience

Practice Focus

Hoa's practice covers all aspects of IP law, with a particular focus on brand management, brand enforcement, IP advisory strategies, unfair competition, domain name disputes and copyright matters. Her work predominantly involves cross-border cases, where she collaborates with her colleagues throughout Asia to develop tailored international IP strategies for effective brand protection and enforcement for clients. Her strength lies in formulating practical strategies that prioritize clients' assets, budget and risk tolerance in every decision she makes.

In the brand protection arena, Hoa in an expert in analyzing and optimizing global trademark portfolios and brand management strategies. She possesses unparalleled expertise in trademark clearance, trade dress, copyright registration, opposition and cancellation proceedings, copyright and trademark licensing, enforcement and infringement issues, domain name disputes, online enforcement, and advertising matters. Furthermore, Hoa's extensive experience in formulating IP rights strategies, leading anti-counterfeiting operations at a national and regional level, and conducting raids has resulted in numerous successful outcomes for her clients.

Hoa's clientele boasts some of the world's largest companies in the pharmaceutical and health care, software, luxury goods, technology, entertainment, consumer goods and retail industries. She is a trusted advisor for clients of all sizes and industries, thanks to her exceptional project management skills and business-oriented insights.

Representative Legal Matters

- Worked alongside enforcement authorities to conduct various raid campaigns 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.
- 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 client's trademarks have been recognized as well-known in Vietnam.

Location & Information

Hanoi

+ 84 24 3825 1428

Practices

Intellectual Property / Digital Media & Content / Gaming & Esports

Languages Spoken

English / Vietnamese

- 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.
- 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.
- Advised on trademark protection strategies for a number of clients in different industries, including food & beverage, consumer products, pharmaceuticals and fashion.
- Represented clients in successful UDRP domain name disputes.

Corporate Socia Responsibility

- Provided advice to Vietnamese start-ups
- Lectured law students in Vietnam and Japan

Professional Associations & Memberships

- Hanoi Bar Association – Member
- International Trademark Association (INTA) – Member
- Vietnam Intellectual Property Association – Member
- Vietnam National Office of Intellectual Property – Licensed Intellectual Property Agent

Qualifications & Education

Admissions

- Vietnam, 2008

Education

- University of London (Queen Mary) (LLM, Intellectual Property) (2011)
- Hanoi Law University (LLB) (2004)