



ROUSE

Vietnam

www.rouse.com

About Rouse

Rouse is a specialist IP consultancy, providing the full range of IP services to many of the world's leading IP owners.

Established in the United Kingdom in 1990, it now has 16 offices in Africa, Asia, Europe and the Middle East, as well as an associated office in Saudi Arabia. Rouse is regularly ranked among the leading IP firms in the various jurisdictions in which it operates.

Its team of more than 600 includes IP professionals from a wide range of disciplines. Lawyers, patent and trade mark attorneys, researchers and specialist IP investigators work seamlessly together, combining a high level of professional skills and experience with 'on-the-ground' practical and commercial know-how.





Rouse in Vietnam

Effective intellectual property rights protection, commercialisation and enforcement in Vietnam require an appreciation of the country's unique cultural, social, historical and political background.

Since establishing our Asian operations in 1993, we have handled a steady stream of intellectual property rights (IPR) work in Vietnam, and observed how the change from a centrally planned to a market based economy has led to increased levels of protection for IPR in Vietnam. In recent years, as the Vietnam economy has grown so has our practice, in terms of both size of team and breadth of work.

Good IPR management in Vietnam requires physical proximity to the various authorities, together with international standards of client service. We have been present in Vietnam since 1993 and opened our first office here in 1997. We now have offices in both Ho Chi Minh City and Hanoi, and are able to provide IP services in Vietnam as well as the Indo-China peninsula (Cambodia and Laos).

Our Vietnam team comprises 41 people from a variety of specialist disciplines, with 21 staff in Ho Chi Minh City, 20 in Hanoi and Chris Vale managing the operation from Hong Kong. Chris was formally based in Vietnam and continues to travel to Ho Chi Minh City and Hanoi monthly. We know the issues that clients face here and are experienced in providing the right solutions.



Our services

We provide the full range of IP services - from devising and implementing global evidence gathering, dispute resolution and protection strategies to providing commercial IP and patent and trade mark agency services.

Enforcement

We handle a range of enforcement actions against infringers through various administrative enforcement authorities including the Economic Police, the Market Management Bureau and the General Department of Customs, at national and provincial levels. We work closely with the National Office of Industrial Property (NOIP). We have particular experience in designing, implementing and managing strategic programmes that deal with IPR infringement

problems throughout Vietnam. In addition, we have the ability to organise region-wide enforcement programmes through co-operation with our other offices in key locations throughout the Asia Pacific region.

Research

Effective and accurate information gathering is an essential pre-requisite to successful enforcement. We have a dedicated in-house team which is able to secure appropriate information to help clients.



Commercial

We undertake all forms of IP commercial work including advice, negotiation and drafting of agreements, strategic IP planning and management, licensing, franchising, distribution, and IP aspects of corporate, due diligence and business support. We also assist clients with matters relating to business operations in Vietnam, including the establishment of representative offices, companies and subsidiaries.

Protection

We provide a full trade mark and copyright searching, filing and prosecution service through our associated Vietnamese law firm. This work is charged on a fixed fee basis.

Cambodia and Laos

Like Vietnam, Cambodia and Laos present particular challenges in relation to the procurement, protection and exploitation of intellectual property rights. We have been handling matters in both Cambodia and Laos ever since

we opened our office in Ho Chi Minh City. During that time, we have gained particular experience in cross-border matters involving Cambodia and Vietnam where goods regularly pass with few checks from Customs. We work with colleagues from our Thailand office in Bangkok to provide services throughout Indochina and the Kingdom of Thailand.



Contact us

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