



**SB LAW**

**10**  
**TOP**  
**10**

**LEADING**

**INTELLECTUAL PROPERTY**

**REPRESENTATIVES**

**IN VIETNAM**



“

## About Us

SB Law, accredited by the Vietnam Intellectual Property Office under the Ministry of Science and Technology, operates an extensive network across Vietnam and internationally.

Recognizing the critical importance of establishing and safeguarding intellectual property for enterprises during this era of integration, SB Law employs a cadre of seasoned attorneys and consultants. Our experts, educated at the world's leading universities, are dedicated to delivering innovative and efficacious strategies for the protection of trademarks, patents, industrial designs, geographical indications, copyrights, and related commercial rights.

Our firm boasts a complement of 50 legal professionals across our Hanoi and Ho Chi Minh City offices, distinguished by their exceptional qualifications, integrity, and expertise in intellectual property law.

Furthermore, SB Law maintains a consortium of esteemed legal affiliates worldwide, enhancing our capacity to provide astute counsel on international dealings.

”

*Lawyer Nguyen Thanh Ha  
Chairman of SB Law*





## Our Vision

SB LAW is dedicated to ascending as the preeminent advisory authority in business, investment, intellectual property, and litigation law within Vietnam.

## Our Mission

SB LAW is committed to furnishing inventive and eminently pragmatic legal strategies, positioning itself as a steadfast legal pillar and trusted ally to the business and entrepreneurial sectors. Through diligent practice, SB LAW endeavors to refine the framework of intellectual property and business legislation, thus enhancing Vietnam's commercial landscape.





## Our IP Services

---



### Trademarks

SB LAW, with a portfolio of nearly 5,000 trademark registration applications lodged with the Vietnam Intellectual Property Office and across pivotal markets including EU member states, OAPI, ASEAN, and major nations like the USA, Canada, India, China, Korea, and Japan, stands as a bastion of multinational trademark protection. Our services are synonymous with excellence and integrity. Leveraging our intimate diplomatic rapport with the Vietnam Intellectual Property Office, we offer unique services that distinguish us from our peers and equip us to navigate complex cases with finesse.

Our prowess in trademark recognition is held in high esteem, bolstered by a team of multilingual trademark attorneys proficient in Korean, Chinese, and Japanese, ensuring comprehensive and nuanced legal counsel.

### Our main trademark-related services include the following:

- Trademark in-depth search and providing registrability advice;
- Registration and prosecution of trademarks, certification marks and collective marks applications;
- Recording of trademark amendment, assignment, licensing agreement;
- Post-grant services (renewal, termination, invalidation, etc.).



## Our IP Services

---



### Patent And Utility Models

Data from the Vietnam Intellectual Property Office indicates that, as of the close of 2023, foreign inventions and utility models constitute approximately 90% of the patent applications filed in Vietnam. SB LAW has adeptly catered to this demand, offering comprehensive filing services to a diverse international clientele, encompassing organizations, corporations, and individuals. Our legal practitioners and technical experts are well-versed in managing patent applications across a spectrum of sectors, including biotechnology, electronics, telecommunications, mechanical engineering, and agriculture.

Moreover, SB LAW actively advances patent search services and the composition of patent specifications, particularly aiding domestic entities whose technical and R&D teams require assistance in document preparation.

### Our main patent-related services include the following:

- Drafting, reviewing and translating specification into Vietnamese;
- Conducting in-depth patent searches and providing patentability advice;
- Registration and prosecution of Patent and Utility Model applications;
- Recording of patent amendment, assignment, licensing agreement;
- Post-grant services (annuity, termination, invalidation, etc.).



## Our IP Services

---



### Industrial Designs

Vietnam's notable challenge with counterfeit goods underscores the critical need for securing industrial design rights to safeguard product owners from infringement. SB LAW is esteemed as an industrial property representative proficient in navigating complex application procedures and delivering actionable counsel on industrial design infringement matters.

#### Our main industrial design services include the following:

- Our main industrial design services include the following:
- Conducting in-depth searches and providing patentability advice;
- Registration and prosecution of industrial design applications;
- Recording of industrial design amendment, assignment, licensing agreement;
- Post-grant services (renewal, termination, invalidation, etc.).

### Copyrights And Related Rights

As a trusted partner to esteemed enterprises including Microsoft, Viettel, Gihot, Yuidea Inc., and Minto Inc., SB LAW has successfully registered around 1,000 copyrights, predominantly encompassing software, videos, and artworks. Our clientele's commendations of our professionalism and the unique rapport we maintain with the Copyright Office of Vietnam (COV) stand testament to our commitment to excellence in service.

#### Our main copyrights and related rights services include the following:

- Search, registration and advice on copyrights and related rights;
- Representation for clients in negotiations of contracts on copyrights and related rights;
- Representation for clients in dispute settlements on copyrights and related rights.





## Our IP Services

---



### IP Enforcement

SB LAW is distinguished by its cadre of litigation attorneys, each with expertise in a variety of domains, including the intricate field of intellectual property. Our lawyers are adept in a comprehensive range of services, from the identification and investigation of infringement activities to the provision of strategic advice for effective infringement management tailored to the Vietnamese marketplace.

#### Our main IP enforcement services include the following:

- Legal advice relating to IP infringement actions;
- IP Assessment for handling infringement;
- Request competent authority to handle infringement;
- Representation for clients before courts in relation to IP infringement in Vietnam.

### Franchise Consulting

The surge in the franchise business model's adoption in Vietnam has amplified the necessity for adept legal guidance in franchise consultancy. Capitalizing on our proficiency in business contract law, SB LAW has adeptly facilitated the registration of franchise activities for a multitude of clients, bridging international boundaries into and out of Vietnam. Esteemed brands such as Twitter Beans, Kinderland, Gold Union, Transworld, and JG-SSG have availed themselves of our expert services.

#### Our main Franchise consulting services include the following:

- Drafting and/or reviewing franchise agreement;
- Consulting and participating in the negotiation process of franchise contracts;
- Register franchise agreement to competent authority.





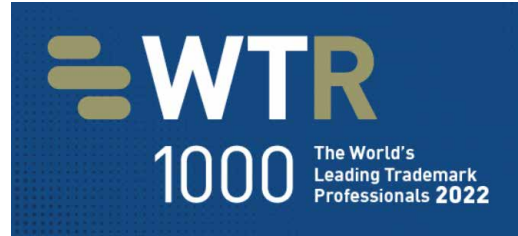
## Our Awards

---



### THE LEGAL 500

From 2012 to present, SB LAW successively received the award from The Legal 500 for Intellectual Property Agency and business consultancy. As far as cross-border work is concerned, SB LAW has alliances with firms in various countries. The Legal 500 is one of the prestigious global organizations evaluating and ranking law firms in member countries. SB LAW emerged winner among many other leading law firms in the country for our excellent quality of legal service.



### WTR 1000

The WTR 1000 identifies the leading professionals and firms that are deemed outstanding at obtaining, protecting, managing, enforcing and monetizing trademarks. In 2019, SB LAW was one of the law firms ranked by WTR and commented on service quality. The following is WTR's comments on SB LAW: "... SB LAW's lawyer leads his emerging firm, SB Law, with absolute assuredness. SB LAW represents a colorful catalogue of Vietnamese companies on trademark matters in Cambodia, Laos, Myanmar and Vietnam".



### ASIALAW PROFILES

SB LAW is proud to be awarded by ASI-LAW Profiles – the world a reputable organization on ranking the leading domestic law firms in Asia Pacific. The ranking is based on the recommendations of in-house counsel at the world's most prominent companies and financial institutions, as well as the leading lawyers, counsels in each legal market.



### ASIA IP RANKINGS 2022

The legal professional publication Asian Legal Business (ALB) has just made public its 2022 IP rankings disclosing the leading IP law firms in Asia including Vietnam. According to the ALB IP rankings 2022, the patent and the practice of copyright and trademark of SB LAW are ranked as Tier 2.



## Testimonials

“



The Legal  
500

“SB LAW has consistently prioritized the enhancement of service quality and leveraged its profound knowledge and expertise in intellectual property. The firm’s legal team, renowned for their extensive experience in trademark registration, is currently advising the Western Food Company on protecting trademarks in Vietnam, Japan, and Pakistan, including the execution of comprehensive trademark searches. Additionally, SB LAW is engaged in the enforcement of intellectual property rights for ABB, demonstrating a remarkable sense of responsibility and swift responsiveness to client emergencies.”

“The firm is esteemed for its adeptness in patent registration and the resolution of trademark disputes. Its legal practice in intellectual property litigation is lauded for its effectiveness. SB LAW’s attorneys have provided lucid and succinct counsel, successfully representing entities such as Puro-lite and ABB Vietnam in trademark litigations.”

“The intellectual property department at SB LAW is acclaimed for delivering prompt and insightful advice. The firm has notably represented Tuong Vi Company in a global patent application, collaborating with legal firms in Europe and the USA. It is also advocating for Web Entertainment in a copyright enforcement lawsuit within Vietnam. SB LAW’s advisory proficiency spans multiple sectors, including manufacturing, pharmaceuticals, and financial services, while its patent representation extends to clients in construction, technology, and production industries. The firm’s clientele has recently expanded to include a game distribution company and a fast-food enterprise.”

”

## Testimonials

“



**Asialaw  
Profiles**

"As a distinguished Vietnamese legal consultancy, SB LAW has solidified its reputation in intellectual property. Directed by its member lawyers, the firm has adeptly fulfilled entrusted tasks in various intellectual property domains, encompassing the protection and enforcement of copyrights, trademarks, patents, and industrial designs.

Through the Madrid Protocol System and Paris Convention, SB LAW has registered patents, trademarks, and industrial designs for the Thach Anh Construction Investment Group, also aiding in the establishment of trademark protection rights internationally. The firm represents prominent clients such as Nippon Steel, Viettel, Vietnam Fund Management, MBank, and MHY Singapore across Vietnam, Laos, Cambodia, and Myanmar. SB LAW has notably represented Mei Heong Yuen Food Processing Company in trademark registration for peanut products, leading to a victorious trademark dispute resolution against Tat Thang Food Processing Company.

SB LAW is also active in the successful resolution of commercial disputes and represents numerous international entities. Managing partner Nguyen Thanh Ha notably represented the State-owned Petrol Manning Company in contesting the recognition and enforcement of an arbitration award by the Hong Kong International Arbitration Center, culminating in the court's annulment of the contract due to improper authority by the transaction's representative."

”

## Our Legal Team - Hanoi Office

---



### Lawyer Nguyen Thanh Ha Chairman

Lawyer Nguyen Thanh Ha has 20 years of experience in law practice in Viet Nam. Lawyer Ha graduated from Francois Rabelais de Tours University (France) with LL.M. Lawyer Ha professionally practices in the field of investment, business and commercial consulting. He advises for projects and large-scale transactions relating to energy, real estate and commercial exploitation of intellectual property rights. Lawyer Ha is also a visiting lecturer at the Judicial Academy, lawyer of Ha Noi Bar and Viet Nam Bar Federation. He is also a famous speaker on the media.

#### Education and training:

- LL.M, Université Française – Rabelais de Tours, France
- LL.B, Hanoi University of Law, Vietnam
- Diploma on Lawyers Profession and Skills, Institute of Justice, Hanoi, Vietnam
- Diploma on Intellectual Property Laws and Expertises, University of Social Science and Humanities
- Diploma on commercial law of France-Vietnam Law House

#### Languages:

- Vietnamese
- English
- French

### Lawyer Tran Trung Kien

#### Partner, IP Agent

Lawyer Tran Trung Kien graduated with an LL.M from Ha Noi National University. He has 20 years of experience practicing as a Lawyer. Before joining SB LAW, Lawyer Kien was the Deputy Director of a reputable law firm in Vietnam. As the IP agent of SB LAW, Lawyer Kien is responsible for not only IP filings but also investment and business consulting, contracts and other complicated IP-related transactions. By participating in consulting for international transactions, Lawyer Kien is highly recommended by the IFLR magazine and mentioned in the list of prestigious lawyers in Viet Nam for international clients.



#### Education and training:

- LL.M, Hanoi National University, Vietnam
- LL.B, Hanoi Law University, Vietnam
- Diploma on Lawyers Profession and Skills, Institute of Justice, Hanoi

#### Languages:

- Vietnamese
- English
- Japanese

## Our Legal Team - Hanoi Office



### Lawyer Nguyen Thi Thu

Partner, C.E.O

Lawyer Thu manages is in charge of managing the operation of SB LAW. She has more than 15 years experiences practicing in the fields of IP filings, contract consulting, investment policy, shareholder relationship, labor relationship, supporting enterprises to carry out the necessary legal procedures during their operation. Lawyer Thu completed Master of Laws Course in International Business Law at the University of Tours - France and a short training course at the Paris-France Bar Association. With knowledge and practical experience, Lawyer Thu has successfully supported many corporate and individual clients in investment activities in Vietnam

#### Education and training:

- LLM, Tours University, France
- LLB, Hanoi University of Law, Vietnam
- Diploma on Lawyers Profession and Skills, Institute of Justice, Hanoi
- Diploma on Lawyer Skills of Paris Bar Association
- Diploma on commercial law of France-Vietnam Law House
- Diploma on general law of Francophone

#### Languages:

- Vietnamese
- English
- French

### Lawyer Nguyen Ngoc Ha

Partner, Director of Consulting and Investment Department

Lawyer Ha serves as a distinguished member and the Director of Consulting and Investment department at our firm. With an impressive tenure exceeding 19 years, Lawyer Ha has honed her expertise within the internal legal departments of Vietnam's prominent public enterprises. As the former head of these departments, she has been instrumental in overseeing all legal facets of the enterprise. Her responsibilities have encompassed the development of standardized contract systems for business transactions, templates for the procurement of goods, equipment, and services, and the provision of business management consultancy. Additionally, Lawyer Ha's acumen extends to the analysis and forecasting of potential risks associated with mergers and acquisitions, joint ventures, commercial trade, labor, and corporate litigations.



#### Education and training:

- LLM, International Trade Law, Northampton University, Singapore
- LLB, International Trade Law, Hanoi Law University
- Diploma in Law Practice, Ministry of Justice

#### Languages:

- Vietnamese
- English

## Our Legal Team - Hanoi Office

---



### Lawyer Ly Tran Linh

Director of Intellectual Property Department

Lawyer Linh is a member lawyer of SB Law and is the Head of Intellectual Property Department of the law firm. Prior to joining SB Law, he worked as a lawyer at a prestigious law firm in Vietnam. During his tenure at SB Law, Lawyer Linh has gained extensive experience in providing legal advice on intellectual property matters such as patents, designs, trademarks, and copyrights. In addition to his work in the IP field, Lawyer Linh also provides legal support to domestic and foreign corporations and companies in the areas of franchising and technology transfer.

#### Education and training:

- LLB, International Trade Law, Hanoi Law University
- Diploma in Law Practice, Ministry of Justice

#### Languages:

- Vietnamese
- English

### Mrs. Tran Mai Chi Le

Head of Trademark and Copyright Department

Ms. Tran Mai Chi Le, an esteemed member of SB LAW since 2023, serves as the Head of the Trademark and Copyright Department. Her extensive tenure exceeding a decade in intellectual property law encompasses a comprehensive suite of services from establishing and extending rights to resolving disputes and enforcing trademark and copyright protections, both domestically and internationally. Additionally, her expertise extends to commercial franchising. Ms. Le's academic qualifications in business administration, coupled with her hands-on regional experience in intellectual property, equip her with the acumen to navigate the intricacies of franchising within Vietnam, offering indispensable support to our clientele.



#### Education and training:

- LLB, Hanoi Law University
- LLB, Kyunghee University
- LLB, Kaplan University
- Diploma in Training course on IP

#### Languages:

- Vietnamese
- English
- Korean

## Our Legal Team - Hanoi Office

---



### Mr. Tran Duc Hieu

Patent and Industrial design specialist

At SB Law, Mr. Tran Duc Hieu holds the esteemed position of Industrial Design and Patent Specialist, providing a broad array of intellectual property services. These services encompass industrial designs, patents, and utility solutions, and include drafting, translation, and advising clients on intellectual property agreements and contracts.

#### Education and training:

- LLB, Legal English, Hanoi Law University
- LLB, Jurisprudence, Hanoi Law University

#### Languages:

- Vietnamese
- English

### Ms. Le Thi Nhat Linh

Trademark and Copyright specialist

Ms. Le Thi Nhat Linh joined SB LAW in 2023 as a specialist in the Trademark and Copyright Department. She is currently responsible for trademark searches, filing applications, and assisting other attorneys with the transfer of trademarks, licensing, and drafting responses to notifications from the Vietnam Intellectual Property Office, as well as filing copyright registrations with the Copyright Office.



#### Education and training:

- Cử nhân Luật, Trường Đại học Luật - Đại học Quốc gia Hà Nội, Việt Nam

#### Languages:

- Vietnamese
- English
- Chinese

## Our Legal Team - Hanoi Office

---



### Lawyer Do Xuan Thu

Head of Litigation – Enforcement Department

Lawyer Thu brings over twenty years of legal expertise to the firm. His practice is distinguished by a deep-seated proficiency in intellectual property rights enforcement, alongside a broad spectrum of litigation matters encompassing civil, criminal, and judgment enforcement law. Lawyer Thu's illustrious career is marked by his tenure as Head of the Investigation Team at the Yen Bai Police Department and as Deputy of the Legal Department at a leading commercial bank in Vietnam, where he was instrumental in supervisory prosecutorial functions. At SB Law, he has been integral in addressing infringements and safeguarding client rights, with a particular emphasis on intellectual property law.

#### Education and training:

- LLB, People's Police University
- LLB, Economic Law, Hanoi Law University
- Diploma in Law Practice, Ministry of Justice

#### Languages:

- Vietnamese

## Our Legal Team - Ho Chi Minh City Office

---



### MR. DINH HUNG MINH

Head of SB Law's Representative Office in Ho Chi Minh City

Mr. Minh holds the distinguished role of Senior Associate and Manager at the SB Law Office in Ho Chi Minh City. His professional ascent began with an internship at SB Law, where he rapidly evolved into a pivotal contributor to the firm's enduring success. His current standing at SB Law reflects his seasoned expertise in legal consulting, underscored by his remarkable track record in navigating intricate M&A, finance, insurance, and various international business transactions.

#### Education and training:

- LLB, Ho Chi Minh City University of Law, Vietnam

#### Ngôn ngữ:

- Vietnamese
- English

### Ms. Tran My Linh

Business Development Director

Ms. Linh serves as the Director of Business Development at SB Law, where her multilingual fluency in Vietnamese, English, and Japanese has been instrumental in fostering deep collaborative ties across a spectrum of cultural and business milieus. Prior to her current role, Ms. Linh amassed a wealth of experience at renowned entities such as SoftBank, the Japanese Embassy in Hanoi, and NTT Telecommunication. Her adeptness at synergizing varied cultural and commercial entities is a cornerstone of SB Law's strategy, enabling the firm to forge enduring alliances within the Asian business community.



#### Education and training:

- Bachelor of Japanese Language, University of Foreign Languages - Hanoi National University, Vietnam
- Master of Business Administration, Hanoi University of Science and Technology, Vietnam

#### Languages:

- Vietnamese
- English
- Japanese
- French

## Our Legal Team - Ho Chi Minh City Office

---



### Lawyer Phan Thao Huynh

#### Lawyer

Lawyer Phan Thao Huynh, graduated from Ho Chi Minh City University of Law, has joined the ranks of SB Law after a significant tenure at Taiwanese investment consulting firms in Vietnam. With over four years of dedicated experience in the legal domain, she has honed her expertise in foreign investment, business administration, and labor law. Moreover, Ms. Huynh is adept at engaging in legal disputes, advocating for client rights in intellectual property and commercial law. Her proficiency in English fortifies her capacity to adeptly handle cases involving international elements and to collaborate effectively with SB Law's global clientele.

#### Education and training:

- LLB, Ho Chi Minh City University of Law, Vietnam
- Diploma in Law Practice, Ministry of Justice

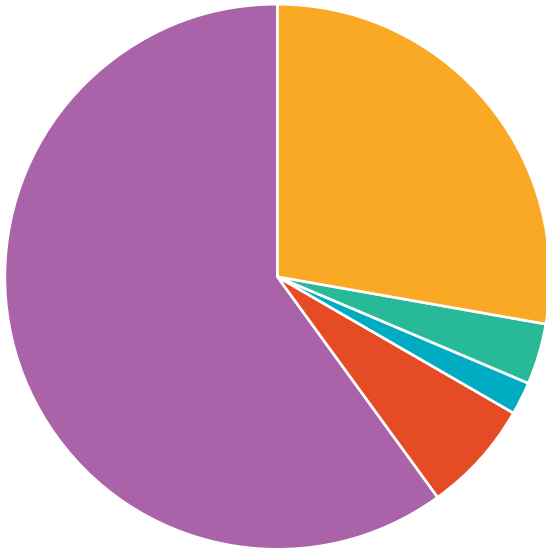
#### Languages:

- Vietnamese
- English



## Our Records

---



# 15.050+

### Successful Filed

-  ~4.200 Trade mark Applications
-  ~550 Patent Applications filed
-  ~300 Industrial Design Applications filed
-  ~1000 Copyright applications
-  ~9.000 Other Applications (Renewal, Annuity, Opposition, Amendment, Assignment, Cancellation...)



## 10.000+

Clients



## 50+

Lawyers



## 15+

Years of  
experience



# Our Clients And Partners

Throughout our tenure, SB Law has cultivated strategic alliances with esteemed law firms and intellectual property representatives across the globe, including but not limited to nations such as Australia, China, Germany, Hong Kong, Indonesia, Japan, Korea, Malaysia, Singapore, Thailand, UAE, and the USA. These alliances have significantly bolstered our capacity to serve our clients effectively. Our collaborative network includes prominent legal entities such as Azami Global, Clarivate, and Dragon Intellectual Property Law Firm, among others.

Moreover, our partnerships extend to authoritative bodies and governmental agencies like WIPO, USPTO, EUIPO, EPO, OAPI, CNIPA, and the Vietnam Intellectual Property Office, enhancing our ability to deliver comprehensive and nuanced services.

Our expansive network and seasoned legal team have earned the trust of a diverse clientele, ranging from multinational corporations to local enterprises and individuals. Renowned clients availing themselves of our intellectual property services include Microsoft, IBM, LS VINA, Central Retail Corp., and VIVO, to name a few. This trust is a testament to our commitment to excellence in the realm of intellectual property law.



## Partner





### **Hanoi Head Office**

3rd floor, Kinh Do Building, 292 Tay Son,  
Trung Liet ward, Dong Da District, Hanoi  
Tel: 0904 340 664      Email: [info@sblaw.vn](mailto:info@sblaw.vn)

### **Ho Chi Minh City Office**

6th floor, PDD building, 162 Pasteur  
Ben Nghe ward, District 1, Ho Chi Minh city  
Tel: 0906 17 17 18      Email: [info@sblaw.vn](mailto:info@sblaw.vn)