



Nguyen Thi Hong Anh

Partner, Head of IP & Technology Practice Group

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Nguyen Thi Hong Anh, a partner of Indochine Counsel, heads the firm's Intellectual Property & Technology Practice Group. With both legal and technical background, she has been in practice as a patent & trademark attorney for over 20 years, dedicated to establishing, protecting and enforcing intellectual property rights for clients in Vietnam and other countries.

Hong Anh served in several positions dealing with IP and technology matters before she joined Indochine Counsel in 2006. She worked as a patent specialist for Pham & Associates from 1995 to 2003, and then vice manager of IP practice at Vision & Associates, Ho Chi Minh City Branch Office.

She is especially active in representing companies in prosecution work for patents, designs and trademarks as well as enforcement actions for IPRs. Hong Anh is also extensively involved in advising foreign companies in emerging IP rights and technology related matters in Vietnam such as internet, media and telecoms. Some clients she has advised include: William Prym GmbH & Co., Kg (DE), Mega Lifesciences (TH), Navigos JSC / VietnamWorks, Genus PLC (UK), Perfect International Resources Limited, Eurodrug Laboratories B.V, United Pharma (Vietnam), Inc., JuhlerGroup, Nuplex Resins Vietnam, Yahoo! Vietnam, PT. Propan Raya ICC, Glenmark Pharmaceuticals Limited, Global Pharma Healthcare Ltd., Super Cyber, Phanu Group, Samsonite Europe N.V, Plethico Pharmaceuticals Limited, CIPLA Ltd, Behn Meyer, Green Cross Vietnam, EVN Land, Savico Group, Marion Biotech, FPT Online, G-MEI Network Technology, KIDO Corporation, TikTok Pte. Ltd., and Wee Digital.

Hong Anh has written a number of articles and analyses on IP laws and practice in Vietnam in foreign law magazines such as *IAM Magazine*, *Asia IP*, and *Asian Legal Business*.

She has been recognized as an IP Star for both Patent and Trademark areas in the MIP IP Stars (2017 to 2022), and named among the Top 50 IP Experts of Vietnam 2022 by Asia IP.

Experience

Practice Areas

- Intellectual Property
- Technology & Media
- E-commerce

Education

- BSc (Chemicals), Hanoi University of Technology, 1991
- MSc (Chemicals), Hanoi University of Technology, 1993
- LLB, Ho Chi Minh City Law University, 2001

Membership

- Ho Chi Minh City Bar Association
- Inter-Pacific Bar Association
- International Trademark Association
- Vietnam Intellectual Property Association
- Asean Intellectual Property Association

Languages

- English
- Vietnamese



Hong Anh's recent transactions include:

- Assisted and represented a number of foreign and domestic companies to deal with trademark infringement in respect of e-commerce in Vietnam;
- Represented a domestic company in a lawsuit relating to a design dispute with a major foreign owned company in Vietnam;
- Assisted a major foreign owned company in Vietnam in preparation of the Technical Assistance Agreement and Trademark Licensing Agreement and recordal of the agreements in Vietnam;
- Advised a leading local retailer of cosmetics and high-end fashion products in negotiating a Franchising Agreement with the foreign master franchiser;
- Advised a global leading Internet company in legal assessment of its products in Vietnam and regulatory and compliance issues;
- Represented a German company to enforce their IPRs against counterfeit products in Vietnam;
- Advised for a large FMCG company in the legal aspects and copyright and Internet issues for its website and online marketing campaigns;
- Acted for an online entertainment & media company in a copyright dispute related to music recordings over the Internet;
- Advised a global leading lubricant company in legal assessment of its advertising products and promotional programs in Vietnam and regulatory and compliance issues and
- Represented a number of American, Japan manufacturing companies to seek protection for patents in Vietnam.