

IP STARS

from Managing IP

THE GUIDE TO THE WORLD'S LEADING IP LAW FIRMS AND PRACTITIONERS

TRADEMARK

The background of the lower half of the cover is an abstract, textured design. It features bold, diagonal brushstrokes in various shades of purple, from deep indigo to light lavender, set against a white background. The strokes are layered and expressive, creating a sense of movement and depth.

2022

A young boy with brown hair and freckles is looking up at a red apple balanced on a stick. An arrow with a blue and red fletching is stuck through the apple. The background is a blurred green forest.

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INTRODUCTION

Welcome to the 2022 edition of IP STARS, the leading specialist guide to IP law firms and practitioners worldwide. Managing IP published its first legal directory in 1994 and rebranded it in 2013 as IP STARS. The research for IP STARS covers a variety of IP practice areas and more than 70 jurisdictions, making it the most comprehensive and respected IP guide in the legal profession.

IP STARS is an exclusive rankings publication: we do not rank all firms and individuals offering IP services. Participation in our research does not guarantee ranking. Please read our methodology to learn more about our research and rankings.

Congratulations to all the firms ranked this year.

No more paper

A big development this year is that Managing IP has stopped printing its magazine and the IP STARS handbooks. We now produce a digital IP STARS handbook (in PDF). All our rankings and related content are now published on **ipstars.com**. One of the reasons for this decision is to fulfil the ESG commitment by our parent company to reduce our impact on the environment and encourage sustainable practices in the industries we serve.

In this edition

Our trade mark handbook also features the jurisdictions where we have ranked firms for their general IP practice. There were several ranking changes this year, including firms that were ranked for the first time. Our 2022 practitioner rankings and firm editorials will be published on our website.

Ukraine and Russia

The war in Ukraine has created significant uncertainty and therefore Managing IP has suspended its research and publication of the 2022 rankings for Ukraine and Russia. Managing IP will continue to report on IP developments in both markets. We have republished our 2021 Ukraine rankings to showcase the firms we recognised last year, and our parent company has raised money for the International Committee of the Red Cross Ukraine Appeal. Our thoughts and prayers are with the Ukrainian people and the IP community.

Learn more

Please visit our website to see what we have already published and what to expect next. The research for the 2023 edition of IP STARS will start in September 2022. You can get the latest IP developments and firm news by signing up to receive our monthly newsletter, following us on Twitter (**@IP_STARS**), and joining Managing IP's LinkedIn group page.

As the legal and business environment for IP evolves or becomes uncertain, we hope that IP STARS can guide those looking for experienced IP advisers in a crowded or unfamiliar market.

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RESEARCH METHODOLOGY

The research for the rankings in this edition was conducted rigorously and impartially by our team of research analysts in London, New York, and Hong Kong. Each year, we request information from thousands of firms, IP practitioners and their clients through interviews, email, and online surveys.

Before compiling the rankings, our analysts also conducted their own independent research, including an analysis of publicly available information (such as court or IP office data) and the existing research data we have. The aspects assessed for the firm rankings include expertise, workload, market reputation and record, outcomes achieved for clients, and unique strengths in each practice area. Judgements about which firms to include in the rankings, and which tier and practice area they should be in, take account of all this information.

Firms are ranked alphabetically in tiers, or as highly recommended or recommended. The total number of firms listed varies from jurisdiction to jurisdiction. For most jurisdictions, the rankings are split into prosecution and contentious work. However, in certain jurisdictions, we evaluate and rank firms for their trade mark or IP practice as a whole.

The prosecution ranking takes account of pre- and post-registration work, including office proceedings and portfolio management advice. The contentious ranking covers disputes (in and outside the courts) and enforcement work. Where appropriate, some firms have been ranked for both practice areas, and in a few European jurisdictions, we have a separate table for law firms that do trade mark filing and prosecution work.

These rankings are based on information available at the time the research was completed (February 2022). Except for firm name changes, any subsequent developments or information that could influence our rankings will be considered during the research for the 2023 edition of IP STARS, which starts in September 2022.

For the avoidance of doubt, the ranking tables do not suggest or indicate that the expertise or services of the listed firms are limited to the practice area in question, and Managing IP does not recommend or endorse any particular firm for IP work. No firm can pay to be included or to influence the results.

The IP STARS rankings are not influenced by any commercial relationship, including advertising, with Managing IP or IP STARS. There is no fee to pay to participate in our research. The rankings are subject to change each year. Please visit our website to read more about our methodology and practice areas. Get in touch via email (research@managingip.com) if you have any feedback or questions.



ARGENTINA

TRADEMARK CONTENTIOUS

TIER 1

G Breuer
Marval O'Farrell & Mairal

TIER 2

Berton Moreno IP Law
Ferrer Reyes Tellechea & Bouché
Noetinger & Armando
Ojam Bullrich Flanzbaum

TIER 3

Baker McKenzie
Estudio Chaloupka
Hausheer Belgrano & Fernandez
Mitrani Caballero & Ruiz Moreno
Abogados
Moeller IP

OTHER NOTABLE FIRMS

Allende & Brea

TRADE MARK PROSECUTION

TIER 1

G Breuer
Marval O'Farrell & Mairal

TIER 2

Berton Moreno IP Law
Ferrer Reyes Tellechea & Bouché
Hausheer Belgrano & Fernandez
Ojam Bullrich Flanzbaum
Palacio & Asociados
Richelet & Richelet

TIER 3

Baker McKenzie
Mitrani Caballero & Ruiz Moreno
Abogados
Noetinger & Armando

OTHER NOTABLE FIRMS

Allende & Brea
Berken IP
ClarkeModet
Estudio Chaloupka
Litvin Marzorati Legales
Moeller IP
Sena & Berton Moreno

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AUSTRALIA

TRADEMARK CONTENTIOUS

TIER 1

Allens
Ashurst
Corrs Chambers Westgarth
Gilbert + Tobin
Herbert Smith Freehills
King & Wood Mallesons

TIER 2

Baker McKenzie
Clayton Utz
Davies Collison Cave
MinterEllison

TIER 3

Addisons
Banki Haddock Fiora
Bird & Bird
DLA Piper
Griffith Hack
Norton Rose Fulbright
Phillips Ormonde Fitzpatrick
Spruson & Ferguson

OTHER NOTABLE FIRMS

Gadens
K&L Gates
McCullough Robertson

TRADEMARK PROSECUTION

TIER 1

Davies Collison Cave
FB Rice
Griffith Hack
Phillips Ormonde Fitzpatrick
Spruson & Ferguson

TIER 2

Allens
Ashurst
Baker McKenzie
Banki Haddock Fiora
Clayton Utz
DLA Piper
Herbert Smith Freehills

TIER 3

Addisons
Bird & Bird
Corrs Chambers Westgarth
Gilbert + Tobin
King & Wood Mallesons
Madderns
Wrays

OTHER NOTABLE FIRMS

Halfords IP
IP Gateway
K&L Gates
Macpherson Kelley
McCullough Robertson
Norton Rose Fulbright
Sparke Helmore

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AUSTRIA

TRADEMARK CONTENTIOUS

TIER 1

Geistwert
Schoenherr
Schwarz Schönherr

TIER 2

Gassauer-Fleissner
Wiltschek Plasser

TIER 3

CMS
Dorda
Salomonowitz Attorneys at Law
Taylor Wessing

OTHER NOTABLE FIRMS

ABP Anwälte Burger & Partner
Binder Grösswang
Brauneis Klauser Prändl
Freshfields Bruckhaus Deringer
KWR Karasek Wietrzyk

TRADEMARK PROSECUTION

TIER 1

Puchberger & Partner
Schoenherr
SONN

TIER 2

Gassauer-Fleissner
Geistwert

TIER 3

ABP Anwälte Burger & Partner
Baker McKenzie
Dorda
Taylor Wessing

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BAHRAIN

INTELLECTUAL PROPERTY

RECOMMENDED

Abu-Ghazaleh Intellectual Property
(AGIP)

Al Tamimi & Company

Saba IP

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BELGIUM

TRADEMARK CONTENTIOUS

TIER 1

Fencer
NautaDutilh
Simont Braun
Van Innis & Delarue

TIER 2

ALTIUS
Bird & Bird
Crowell & Moring
Hoyng Rokh Monegier
Stibbe

TIER 3

Allen & Overy
CMS
Fieldfisher
Wiggin

OTHER NOTABLE FIRMS

& De Bandt
DLA Piper
Inteo
Lydian
Petillion

TRADEMARK PROSECUTION

HIGHLY RECOMMENDED

AWA
De Clercq & Partners
Gevers

RECOMMENDED

Brantsandpatents
Bureau M F J Bockstael
Calysta
Kirkpatrick
Novagraaf

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BENELUX

TRADEMARK PROSECUTION

(PATENT & TRADEMARK
ATTORNEY FIRMS)

TIER 1

Chiever

Gevers

NLO Shieldmark

Novagraaf

TIER 2

Kirkpatrick

Knijff Trade Mark Attorneys

TIER 3

AWA

De Clercq & Partners

Marks & Clerk

VO

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BOLIVIA

INTELLECTUAL PROPERTY

RECOMMENDED

Bolet & Terrero

Bufete Aguirre Quintanilla Soria &
Nishizawa (BAQSN)

C R & F Rojas Abogados

Cervieri Monsuárez

DAK

Ferrere Abogados

Moreno Baldivieso

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BRAZIL

TRADEMARK CONTENTIOUS

TIER 1

Daniel Law
Dannemann Siemsen
Gusmão & Labrunie
Kasznar Leonardos
Montaury Pimenta Machado & Vieira
de Mello

TIER 2

Barbosa Müssnich Aragão (BMA)
Bhering Advogados
Licks Attorneys

TIER 3

David do Nascimento Advogados
Associados
Di Blasi Parente & Associados
Guerra IP
Luiz Leonardos & Advogados
Pinheiro Neto Advogados
Trench Rossi Watanabe
Veirano Advogados

OTHER NOTABLE FIRMS

Ariboni Fabbri & Schmidt
Fialho Salles Advogados
Soerensen Garcia Advogados
Associados

TRADEMARK PROSECUTION

TIER 1

Daniel Law
Dannemann Siemsen
Gusmão & Labrunie
Kasznar Leonardos

TIER 2

Barbosa Müssnich Aragão (BMA)
Bhering Advogados
Di Blasi Parente & Associados
Montaury Pimenta Machado & Vieira
de Mello

TIER 3

David do Nascimento Advogados
Associados
Demarest Advogados
Guerra IP
Licks Attorneys
Luiz Leonardos & Advogados

OTHER NOTABLE FIRMS

Ariboni Fabbri & Schmidt
Felsberg Advogados
Soerensen Garcia Advogados
Associados
Vaz e Dias Advogados & Associados

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BULGARIA

TRADEMARK

TIER 1

Bojinov & Bojinov

Boyanov & Co

Dimitrov Petrov & Co

Pavlov & Co

TIER 2

ARSIS Consulting

Djingov Gouginski Kyutchukov &
Velichkov (DGKV)

Kambourov & Partners

Manev & Partners

TIER 3

Gugushev & Partners Law

Interius

IP Consulting

Petošević

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CAMBODIA

INTELLECTUAL PROPERTY

RECOMMENDED

Abacus IP

BNG Legal

Bun & Associates

Sok Siphana & Associates

Tilleke & Gibbins

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CANADA

TRADEMARK CONTENTIOUS

TIER 1

Gowling WLG
Smart & Biggar

TIER 2

Bereskin & Parr
Borden Ladner Gervais
Kestenberg Siegal Lipkus
Norton Rose Fulbright
Osler Hoskin & Harcourt

TIER 3

Bennett Jones
Blake Cassels & Graydon
Cassels Brock & Blackwell
DLA Piper
Marks & Clerk
McMillan
Robic
Torys

OTHER NOTABLE FIRMS

Aird & Berlis
CPST Intellectual Property
Deeth Williams Wall
Fasken
McCarthy Tétrault

TRADEMARK PROSECUTION

TIER 1

Bereskin & Parr
Borden Ladner Gervais
Gowling WLG
Smart & Biggar

TIER 2

Bennett Jones
Norton Rose Fulbright
Osler Hoskin & Harcourt
Robic

TIER 3

Baker McKenzie
Cassels Brock & Blackwell
CPST Intellectual Property
Deeth Williams Wall
Fasken
Marks & Clerk
McCarthy Tétrault
McMillan
Ridout & Maybee
Torys

OTHER NOTABLE FIRMS

Aird & Berlis
Blake Cassels & Graydon
DLA Piper
Lavery

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CARIBBEAN

INTELLECTUAL PROPERTY

TIER 1

Ferraiuoli
JD Sellier + Co
McConnell Valdés

TIER 2

DunnCox
Foga Daley
Livingston Alexander & Levy
Myers Fletcher & Gordon

TIER 3

Clarke Gittens Farmer
Fitzwilliam Stone Furness-Smith &
Morgan
HSM IP
Miniño Abogados
Pollonais Blanc de la Bastide &
Jacelon
ROCA
Troncoso Leroux

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CENTRAL AMERICA

INTELLECTUAL PROPERTY

TIER 1

Arias
LatinAlliance

TIER 2

BLP
Central Law
Consortium Legal
ePrint

TIER 3

Dentons Muñoz
García & Bodán
Lexincorp
Mayora IP

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CHILE

TRADEMARK

TIER 1

Albagli Zaliasnik

Alessandri

Carey

Sargent & Krahn

Silva

TIER 2

Claro & Cia

Porzio Rios Garcia Abogados

Villaseca Abogados

TIER 3

Beuchat Barros & Pfenniger

ClarkeModet

Covarrubias

Johansson & Langlois

Magliona Abogados

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CHINA

DOMESTIC FIRMS

TRADEMARK CONTENTIOUS

TIER 1

Fangda Partners
King & Wood Mallesons
Wanhuida Intellectual Property

TIER 2

CCPIT Patent and Trademark Law Office
Chang Tsi & Partners
JunHe
Kangxin Partners
LexField Law Offices
Unitalen Attorneys at Law
Zhong Lun Law Firm

TIER 3

Beijing East IP
China Patent Agent (HK)
Han Kun Law Offices
Hylands Law Firm
IntellecPro
Lawjay Partners
Lifang & Partners
Liu Shen & Associates
Watson & Band
Zhongzi Law Office
ZY Partners

OTHER NOTABLE FIRMS

An Tian Zhang & Partners
AnJie Law Firm
Beijing Sanyou Intellectual Property Agency
DeHeng Law Offices
Lung Tin Intellectual Property Agent
Shanghai Patent & Trademark Law Office
Tahota Law Firm

TRADEMARK PROSECUTION

TIER 1

CCPIT Patent and Trademark Law Office
King & Wood Mallesons
Wanhuida Intellectual Property

TIER 2

Chang Tsi & Partners
China Patent Agent (HK)
Kangxin Partners
LexField Law Offices
Liu Shen & Associates
NTD Intellectual Property Attorneys
Unitalen Attorneys at Law

TIER 3

An Tian Zhang & Partners
Beijing Janlea Trademark Agency
Beijing Sanyou Intellectual Property Agency
China Sinda Intellectual Property IntellecPro
Shanghai Patent & Trademark Law Office
Zhongzi Law Office

OTHER NOTABLE FIRMS

Advance China IP Law Office
AFD China Intellectual Property Law Office
Beijing East IP
China Science Patent & Trademark Agent
JunHe
Lung Tin Intellectual Property Agent

FOREIGN FIRMS

TRADEMARK

TIER 1

Baker McKenzie FenXun
Hogan Lovells
Rouse

TIER 2

AWA
Bird & Bird
Deacons
DLA Piper
Jones Day
SIPS
Wilkinson & Grist

TIER 3

Gowling WLG
Mayer Brown
Norton Rose Fulbright
Simmons & Simmons
Spruson & Ferguson
Vivien Chan & Co

OTHER NOTABLE FIRMS

Perkins Coie

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Named the World's Leading Intellectual Property Lawyer by Chambers & Partners, founding partner Spring Chang is a razor-sharp IP attorney who has advised and represented hundreds of major electronics, consumer, pharmaceutical, apparel and jewelry companies in the Chinese market, as well as Chinese companies overseas. Chang is well known for representing Best Buy in a precedent-setting trademark case that prompted China's Supreme Court to re-evaluate the kinds of evidence to consider in IP decisions. Chang has earned an international reputation for creativity and efficiency during more than two decades of practice.

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Vivien Chan is the founding and senior partner of Vivien Chan & Co, a Greater China law firm with offices in Hong Kong (1985) and Beijing (1993). Ms Chan was awarded the Lifetime Achievement Award in 2017 by the American Chamber of Commerce in Hong Kong and has recently recognized as WIPIR Leaders 2021 of Trademark and Patent. Vivien was awarded the Bronze Bauhinia Star in 2008 and Silver Bauhinia Star in 2014 by the HKSAR Government for her outstanding contributions to Hong Kong.

Vivien started her own law firm in 1985 and has over 40 years of experience in M&A, China direct investment, corporate services, employment, technology transfers and information technology, intellectual property and related tax issues. As a firm, Vivien Chan & Co has won numerous awards and accolades, and is consistently named as one of the leading intellectual property firms in Greater China and Asia. Most recently, the firm is the proud winner of the Corporate LiveWire Legal Awards 2018: Full Service Law Firm of the Year.

Vivien is a Justice of the Peace and a past president of the Inter-Pacific Bar Association. She is a Notary Public, a Notarial Attesting Officer in PRC, and an arbitrator at CIETAC, Shanghai International Arbitration Center and the Shenzhen Arbitration Commission. She founded the Hong Kong Committee for UNICEF United Nations Children's Fund and is the former chair of the Hong Kong Adventure Corps (HKAC) and the HKSAR Estate Agents Authority. She is a member of governing Council of the University of Hong Kong.

Vivien received her law degree from King's College, University of London, and is admitted as a solicitor in England and Wales, Hong Kong, Australia and Singapore. Vivien is fluent in English, Mandarin, French and Cantonese.

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Anna Mae Koo is a partner of Vivien Chan & Co. Her practice areas include non-contentious, contentious and transactional IP law. Anna Mae regularly advises on all areas of intellectual property including licensing, franchising and other transactional intellectual property, IP due diligence and strategic acquisitions, prosecution, technical assistance and technology transfer agreements, trade practices and unfair competition law in China and Hong Kong.

Ms Koo is a Techstars mentor and is actively involved in the Litigation Committee of the International Bar Association (IBA) and the China Bulletin Committee of the International Trademark Association (INTA).

Anna Mae is constantly named as a Rising Star Lawyer in intellectual property by various major legal publications. She was a Prince Philip scholar at the University of Cambridge, where she graduated with an MA in law.

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Mr. Bai is a prominent figure in China's intellectual property field. He is a veteran intellectual property counsel who has been representing the clients' prosecuting, enforcement and litigating interests in China since 1990s. He has been leading the firm's practice groups in obtaining landmark decisions, delivering astute, reliable and effective legal solutions for clients' high-profile cases, contributing to the nation's IP legislative progress and helping to mold the industry standards.

Mr. Bai has been playing an advisory role in the legislative progress of Chinese IP laws and regulations. He was invited to advise on the third amendment to the "Trademark Law", the amendment to the "Regulations for the Implementation of the Trademark Law", the revision of the "Regulations on Customs Protection of Intellectual Property Rights", the drafting of the "Provisions of the Supreme People's Court on Several Issues Concerning the Hearing of Administrative Cases Involving the Granting and Affirmation of Trademark Rights", among others.

Mr. Bai authors/co-authors a dozen of articles and treatise. Some of his recent publications includes: *"The Court of Yuyao (Zhejiang Province) adjudicates a civil claim incidental to a criminal trademark infringement case"*, *"Matters to be addressed in the future revision of China's trade mark law"*, *"China's 2018 National Intellectual Property Action Plan"*, *"Regulations Clarify Role of New Agencies Following China's IP Institutional Reform"* and *"The Outlook for IP and Brand Owners in the Context of China's Institutional Reform"*.

He currently serves on INTA's Board of Directors for the 2020-2022 term. Since 2014, Mr. Bai has been included nine years in a row in Managing IP's List of IP STARS in China. He has been rated as Leading Lawyer/Individual by *"Legal 500"* (2010–2022), *"Chambers & Partners"* (2011–2021) as well as *"Asialaw Profiles"* (2016–2022). He is inducted into the Legal 500 Asia Pacific Hall of Fame in 2021 and 2022. In 2022, he is also listed as an *"Eminent Practitioner"* by *"Chambers & Partners"* in the category of *"Intellectual Property: Non-litigation (PRC Firms)"*.





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Ren Haiyan is a Partner at Wanhuida Intellectual Property and a member of the firm's Management Committee. She is the most experienced trademark attorney of the firm, starting practising as a trademark attorney in 1994 and progressively extending her practice to design patent counseling and strategic planning for integrated IP rights protection.

In her 28 years of practice, Ms. Ren has handled high-profile cases relating to trademark and design patent filing, registration, litigation and dispute resolution. She has advised numerous Fortune 500 companies on trademark profile auditing, strategic planning for trademark and design protection, domain name disputes, unfair competition, customs border protection and criminal enforcement.

Ms. Ren was elected to the China Trademark Office Subcommittee of the INTA Trademark Office Practices Committee for her significant experience in the field. She is also a sought-after speaker at IP-related seminars and conferences throughout China and has given speeches at various global annual conferences organised by INTA, IACC and others.

Ms. Ren authors or co-authors a dozen articles. Some of her most recent articles includes "Several Issues We Should Know in the Battle against Bad-Faith Trademarks in China", "Becoming more strategic in fighting bad faith filing in China" and "Bad faith trademark filing".

As one of the firm's main representatives, Ms. Ren has been nominated as a leading individual practitioner in the field of intellectual property in China. She was included in *Managing IP's* 2021 and 2020 edition of Top 250 Women in IP for her exceptional performance for her clients and firms. She was named as an "Outstanding Individual" by the *World Trademark Review* in 2011, 2012, 2017, 2018 and 2019 and 2022. She has been an "IP STAR" in China rated by *Managing IP* since 2017. Since 2019, Haiyan has been listed as a recommended IP Lawyer by The Asia Pacific Legal 500.



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Dr. Huang is a Partner at Wanhuida Intellectual Property and a Member of the firm's Management Committee. He holds a J.D. on Trademark Law from the China Academy of Social Sciences and another from the University of Strasbourg in France.

Dr. Huang is a multi-faceted intellectual property counsel with stellar academic credentials on China's trademark legislation and practice and a veteran lawyer who represents clients in all levels of Chinese courts up to the Supreme People's Court in a wide variety of intellectual property litigations, some of which have become landmark cases.

Since joining private practice in 2002, Dr. Huang has been prosecuting and litigating trademarks, fighting for the clients in their most intricate matters before the nation's IP administrative agencies and judiciary, protecting and defending client's interests and helping advancing China's legal fronts.

Dr. Huang is a prolific writer. He authors or co-authors a dozen publications, including "Trademark & Unfair Competition Cases in China", Trademark Chapter of the "Study on Global Intellectual Property Developments 2019", "L'IMPACT DE L'USAGE SUR L'ÉTENDUE DE LA PROTECTION DES MARQUES: ÉTUDE DE DROIT COMPARÉ CHINE – UNION EUROPÉENNE" (2010-2018), "Zheng Chengsi IP Anthology – Trademark & Unfair Competition", "Trademark Law" and the "Trademark Laws of Twelve Nations". He translates the Legislative Part of the "Intellectual Property Code of France".

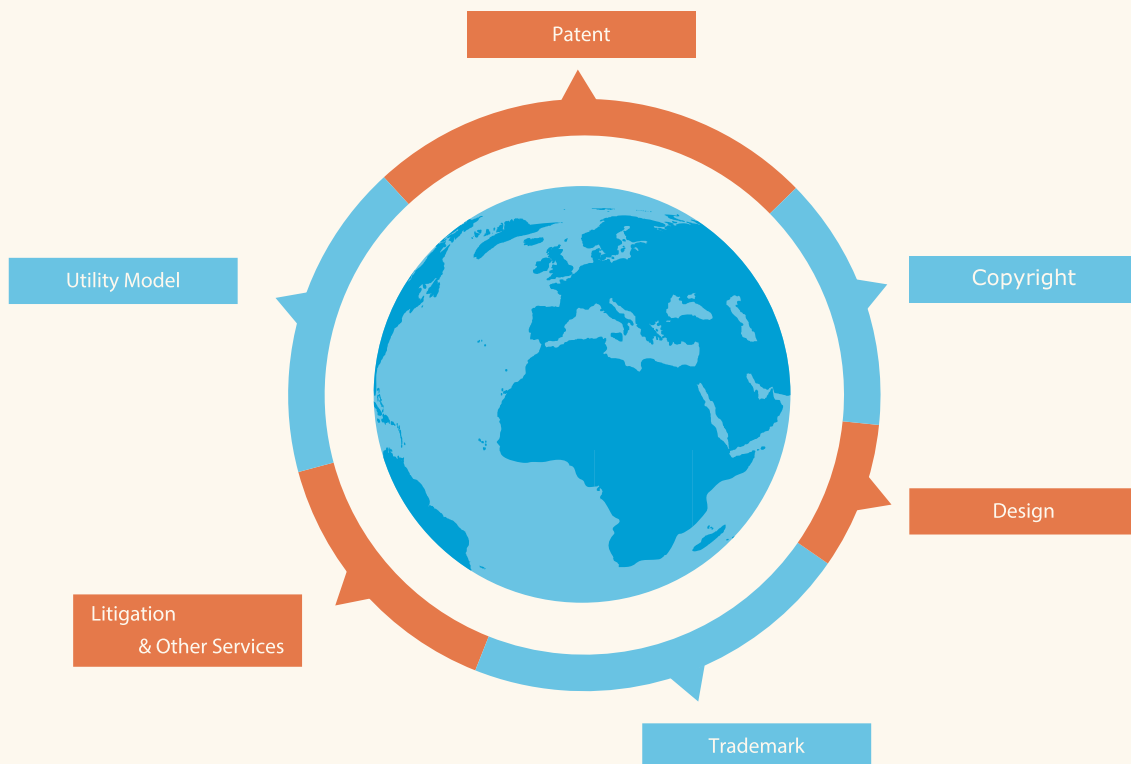
On account of his expertise in the Trademark Law, Dr. Huang has been vigorously involved in the initial drafting and subsequent amendments to China's major trademark-related laws, regulations, judicial interpretations, as well as regulatory documents.

Dr. Huang has been rated as an Outstanding Individual by *World Trademark Review* 12 years in a row and has been included in *Managing IP's* List of IP STARS in China since 2015. In 2020, he is identified as one of the *WTR Global Leaders* (Private Practice) in mainland China.



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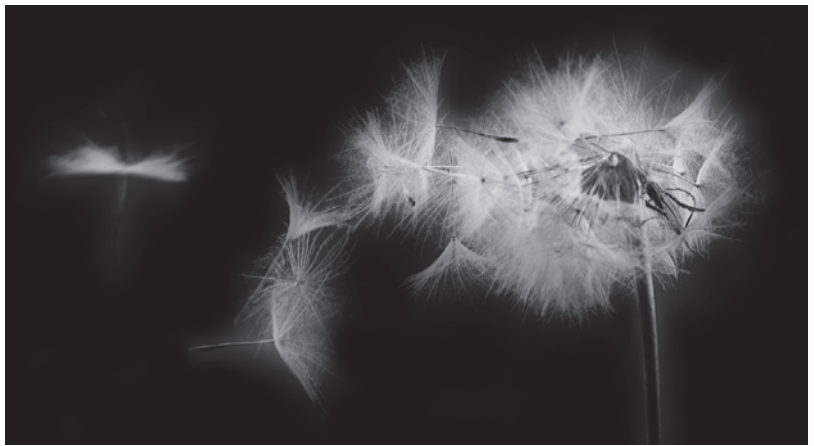
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Vivien Chan is the founding and senior partner of Vivien Chan & Co, a Greater China law firm with offices in Hong Kong (1985) and Beijing (1993). Ms Chan was awarded the Lifetime Achievement Award in 2017 by the American Chamber of Commerce in Hong Kong and has recently recognized as WIPR Leaders 2021 of Trademark and Patent. Vivien was awarded the Bronze Bauhinia Star in 2008 and Silver Bauhinia Star in 2014 by the HKSAR Government for her outstanding contributions to Hong Kong.

Vivien started her own law firm in 1985 and has over 40 years of experience in M&A, China direct investment, corporate services, employment, technology transfers and information technology, intellectual property and related tax issues. As a firm, Vivien Chan & Co has won numerous awards and accolades, and is consistently named as one of the leading intellectual property firms in Greater China and Asia. Most recently, the firm is the proud winner of the Corporate LiveWire Legal Awards 2018: Full Service Law Firm of the Year.

Vivien is a Justice of the Peace and a past president of the Inter-Pacific Bar Association. She is a Notary Public, a Notarial Attesting Officer in PRC, and an arbitrator at CIETAC, Shanghai International Arbitration Center and the Shenzhen Arbitration Commission. She founded the Hong Kong Committee for UNICEF United Nations Children's Fund and is the former chair of the Hong Kong Adventure Corps (HKAC) and the HKSAR Estate Agents Authority. She is a member of governing Council of the University of Hong Kong.

Vivien received her law degree from King's College, University of London, and is admitted as a solicitor in England and Wales, Hong Kong, Australia and Singapore. Vivien is fluent in English, Mandarin, French and Cantonese.

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Ms Koo is a Techstars mentor and is actively involved in the Litigation Committee of the International Bar Association (IBA) and the China Bulletin Committee of the International Trademark Association (INTA).

Anna Mae is constantly named as a Rising Star Lawyer in intellectual property by various major legal publications. She was a Prince Philip scholar at the University of Cambridge, where she graduated with an MA in law.

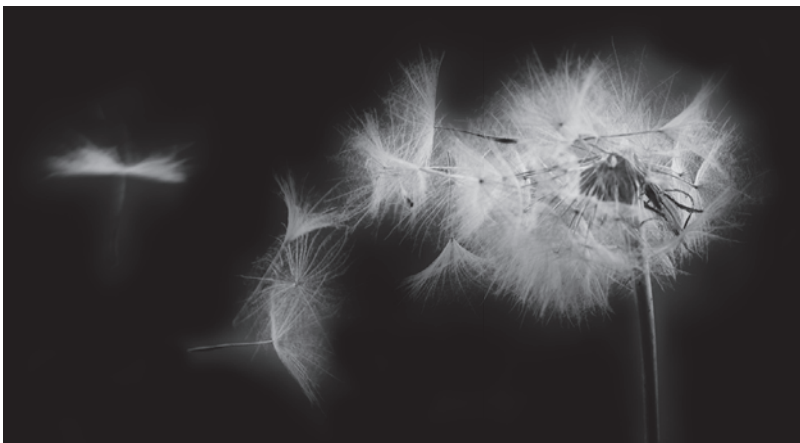
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Can trademarks be used as keywords by Google?

Manisha Singh and **Niti Vyas** of **LexOrbis** consider the findings of a Delhi High Court case that looks at how registered trademarks are used as keywords

In this age of technological advancements, our reliance on search engines particularly Google*, for swift and accurate answers, has increased multi-fold. All the information we need is just one click away.

Search engines cater to our increasing need through several curated programmes, like the Google Ads Programme (Ads Programme) to generate revenue. The Ads Programme helps businesses to advertise when a potential consumer surfs on the web for products or services which are similar/identical to their product or services. However, with this comes a set of challenges. One such challenge with the Ads Programme is how it uses registered trademarks as keywords, leading to the diversion of internet traffic to competitors.

A single-judge bench of the Delhi High Court discussed this issue in the case of *M/s DRS Logistics Private Limited & Others v Google India Pvt Ltd & Others*. In this matter, the plaintiffs sought an ad interim ex-parte injunction against Google India Private Limited, Google LLC and Just Dial to restrain them from permitting third parties to use the plaintiffs' trademark 'Agarwal Packers and Movers' or 'DRS Logistics' as keywords or meta-tags on their search engines, as the same leads to diversion of traffic from the plaintiffs page to that of the competitor's webpage resulting in confusion about the source and infringement and/or passing off the owner's trademark.

The plaintiffs submitted that it owned the registered trademarks 'Agarwal Packers and Movers' and 'DRS Logistics'. In addition to the above, the plaintiffs had also succeeded in infringement actions against third parties, however, it was not able to get the third-party infringers to cease the use of its trademarks as keywords.

"One challenge with the Ads Programme is how it uses registered trademarks as keywords, leading to the diversion of internet traffic to competitors."

Thus, the plaintiffs moved to court against Google and Just Dial. Google LLC and Google India Private Limited were made parties to the suit because of the Ads Programme. The confusion caused by the Ads Programme was supported by the affidavit of one of the aggrieved consumers, who availed itself of the services of a third party, assuming that it was the plaintiffs' services, and suffered a loss. Excerpts of the affidavit were reproduced in the judgment.

Additionally, Just Dial was also impleaded for using trademarks as keywords like Google, in a similar manner, thereby causing confusion and diverting traffic. However, it submitted that it did not use the mechanism of providing trademarks as keywords for triggering ads and the court upheld the same.

Google's stance and the court's findings

The counsels for Google argued that the

Ads Programme of the defendants was an advertising service where any advertiser can create and display an online advertisement in relation to its website, which is inclusive of search-based advertising. Thus, when one conducts a search, two types of results will be generated one are 'sponsored search results' (the Ads Programme), and the second are the 'organic search results', generated automatically.

They further submitted that in order to create an advertisement, the advertiser had to provide the text and the search terms or phrases for the ads, which are known as keywords. When the chosen keywords are entered by a user as a search query, the relevant ad will be displayed in the search results. The keywords are treated as a backend trigger for the advertisement and are not displayed anywhere or in any manner tangible or perceptible to the end-user.


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Manisha Singh is a founder and the managing partner of LexOrbis. She oversees and supervises all practice groups at the firm.

Manisha is known and respected for her deep expertise on prosecution and enforcement of all forms of IP rights and for strategising and managing global patents, trademarks and designs portfolios of large global and domestic companies. Her keen interest in using and deploying latest technology tools and processes has immensely helped the firm to develop efficient IP service delivery models and to provide best-in-the-class services.

Manisha studied law at the Campus Law Centre of Delhi University of Delhi after completing her masters' degree in economics from Patna.

The actual display of the ads is determined by a combination of the bid amount, the relevance of the ad, the context of the internet user's search query and the expected impact of the ad formats and extensions. An advertiser only pays when a consumer clicks on the link. In addition to the above, Google explained that it also has a Keyword Planner Tool, a free research tool that allows the advertisers to gain statistical information and understanding of the kind of relevant words, expressions and combinations used in ads. In view of the same, it was submitted that Google was a mere intermediary, as it simply provides a platform, and all parts of the advertisement are selected by the advertisers themselves.


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Niti Vyas is an associate with the trademarks and copyright team at Lexorbis. As an associate, she works on prosecution and enforcement of trademarks and copyrights for companies and individuals, both global as well as Indian.

Niti studied law at the Narsee Monjee Institute of Management Studies, Kirit P. Mehta School of Law, Mumbai.

The court held that the contention that the Ads Programme falls under the provisions of Section 79 of the Information Technology Act, is unmerited.

Further, the defendants argued that the use of third-party trademarks as keywords did not amount to infringement or unfair competition, as per the Google Ads Trademark Policy which is applicable globally. The same policy offers a redressal of trademark infringement complaints as well.

The court held that Google is not an arbiter of third-party disputes and shall not investigate complaints of violation of trademark infringements. Even if Google investigates the complaints, it does not

answer if the use of a trademark as a keyword is an infringement.

Further, it still shows that the usage of a trademark as a keyword amounts to a diversion of traffic from the website of the trademark owner to the webpage of the advertiser which causes prejudice to the trademark owner in terms of goodwill and reputation, as elucidated in the affidavit of the plaintiffs' complaint, and the same should be investigated by Google, as the advertiser is free-riding on the goodwill of the trademark owner through Google.

The defendants further argued that the use of the trademarks as keywords does not amount to use under the Trade Marks Act (Act). To constitute use of the mark as per the Act, the mark must be visually represented or printed in some tangible form to the end consumer and if the mark is used in relation to the goods or services or as part of any statement relating to such goods or services.

The defendants stated that mere use of the mark as a keyword that acts as a back-end trigger does not amount to the use of the trademark. It was also submitted that the provisions of Section 2(2) must be read with Section 29(6) of the Act which specify forms of 'use' of the trademark that qualify infringement.

Such use of trademarks does not fall under the provisions of Section 29 read with Section 2(2) and thus, it does not satisfy the provisions of trademark infringement and passing off. Reliance was placed on a wide array of international judgments, wherein it was held that such invisible use of the mark, does not amount to infringement. However, the court did not agree with those due to the differences between the law in India and other jurisdictions.

Google, itself, had on several occasions submitted that Google Ads is an advertising programme. Accordingly, Section 29 includes advertisements as the use of trademarks, which can amount to infringement. Thus, the Ad Programme's trademark policy may be in tune with other jurisdictions, but not with that of India. The invisible use of trademarks will amount to infringement of trademark even in the form of keywords.

The defendants also submitted that the relevant classes of consumers who have access to the internet and use search engines like Google are likely to be literate

or semi-literate with a basic understanding of how search engine's function and a basic knowledge of the English language to understand the difference between the organic and ad results. This contention was also rejected by the court. It held that the average intelligence and imperfect recollection of an Indian consumer cannot be compared and equated with a consumer from UK or elsewhere. The court reiterated that the advertisements triggered by a third party will lead to confusion regarding the origin of the goods and services advertised.

After going through all the submissions, the court disposed of the interim applications. A set of directions were issued by the High Court against Google, as follows:

- Google shall investigate any complaint made by the plaintiffs alleging infringement causing a diversion of web traffic from the plaintiffs' website;
- Google shall investigate and review the overall effect of an ad to ascertain that the same is not infringing/passing off the trademark of the plaintiffs; and
- If it is found that the usage of the trademarks and its variation as keywords and/or overall effect of the ad has the effect of infringing/passing off the trademark of the plaintiffs, then Google shall restrain the advertiser from using the same and remove/block such advertisements.

The Delhi High Court has set an important precedent because it has decided on infringement caused by the invisible use

of trademarks as keywords especially when there is no provision of the Act dealing with such use.

Further, the court has directly held Google liable for its actions through the Ads Program, as it has enabled competitors to free-ride on the reputation and goodwill of trademark owners.

The directions of the court ordering Google to investigate the infringement complaints or take suo moto action will keep Google and the advertisers in check to avoid infringing on another party's rights. This order of the Delhi High Court is one in the right direction and sets a good precedent for similar matters relating to the usage of keywords. The decision provides respite to aggrieved trademarks owners and will hopefully be backed by more similar decisions in the future.



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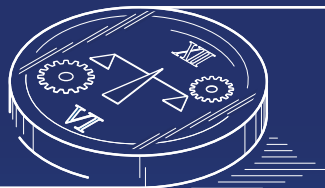
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(AGIP)

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Sreenevasan Advocates & Solicitors

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Third year into Malaysia's Trademark Regime and the pandemic

Eng Leong of Henry Goh & Co discusses Malaysia's Trademarks Act 2019 three years on from being introduced

Just like a toddler that has just celebrated its second birthday (December 27 2019) and advancing from infancy towards preschool years, the 'new' Trademarks Act 2019 is no longer so new or a baby anymore.

Now into its third year of enforcement, the Act and the country's accession to the Madrid Protocol are reasonably expected to have found his sea-legs, although admittedly this would have been challenging amidst the turbulence of the COVID-19 pandemic that hit Malaysia (and the world) barely three months after the Act came into force.

The past year on the trademark front in Malaysia has been more of a survival mode with a wait-and-see approach.

Trademark growth

Growth, in terms of the number of trademark applications filed and registrations granted in Malaysia, continues to climb, after a 10% dip in 2020 (compared to 2019). A total of 50,500 trademark applications were filed in the country in 2021, which translates to a strong growth of almost 20% from the previous year.

The healthy number of trademarks filed last year continues to signify that Malaysia remains an attractive country to invest in, particularly for foreign brand owners. In 2021, foreign applicants filed a total of 30,368 applications and 20,132 were by domestic applicants. Previously it can be observed that almost every year, there have always been an almost equal number of filings in both categories of applicants. This closing-of-the-gap trend was temporarily interrupted last year, most probably due to pandemic and its ensuing multiple but inevitable lockdowns (Movement Control Order) that

"The healthy number of trademarks filed last year continues to signify that Malaysia remains an attractive country to invest in, particularly for foreign brand owners."

disrupted local businesses and the national economy in general.

Regrettably, a more detailed study into how trademark filing trends have been impacted by Malaysia's accession to the Madrid Protocol is not possible because MyIPO does not publicly make available a breakdown of the international application statistics – specifically as to how many, out of the 50,500 applications filed, designated Malaysia as a contracting party using the Madrid Protocol versus direct filings here.

At most, some informal information gleaned from a training presentation made by MyIPO showed that since the inception in December 2019 until October 2020, at least 3861 trademark applications did designate Malaysia as a contracting party. During this same 10-month period, about 67 international applications submitted to WIPO used MyIPO as an office of origin.

Trademark administration

One silver lining, from the sudden environmental shift in how everyone works during the pandemic lockdown (and frankly also the indirect pressure of being a

Madrid Protocol member), is that the efficiency and efficacy of the Trademarks Registry within MyIPO were also pushed to improve accordingly. When the officers are working from home, they can be contacted more easily over the telephone and they reply by email more promptly.

The most significant saving grace during the many lockdowns (when both MyIPO officers and trademark agents are working from home) is Practice Direction No. 2/2020 (and its subsequent variations) that came into effect on October 16 2020. The Direction was a clear example of MyIPO being proactive and practical, allowing trademark stakeholders to file a multitude of official forms via email and pay official fees using instant bank transfer.

In addition, hearings with MyIPO examiners continue virtually, by allowing technology to aide us during these times. Such a pragmatic approach by MyIPO towards how we work in this new normal really kept trademark cases moving and even the dreaded virus could not keep IP at bay.

Despite the work challenges of 2021, a total of 34,304 registrations were processed and granted, which is a respectable figure as



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Eng Leong is the trademark manager and a legal counsel at Henry Goh & Co. As a registered trademark agent in Malaysia, his expertise includes devising and implementing trademark protection strategies as well as managing an extensive trademark portfolio for a myriad of domestic and foreign clients from different major industries.

Eng is adept in trademark prosecution, administrative hearings and opposition proceedings. In collaboration with external solicitor, he has coordinated successful enforcement and defence of clients' IP rights at all levels of the Malaysian court system, including negotiations for amicable settlement and coexistence of rights.

MyIPO continues to clear its work backlog. Even by way of a normal track application process, it now typically takes only about 14 months for a distinctive trademark to be officially registered in Malaysia, a significant improvement from the long wait of yesteryears. The only spanner thrown in the works is that the issuance of hardcopy certificates by MyIPO have slowed down significantly when most officers were working from home. It is strongly hoped that MyIPO will move towards issuing all certificates and written correspondence in digital format, which can be easily transmitted remotely.

In order to sustain and improve trademark growth, it is imperative to

maintain the momentum and the right direction that the pandemic has indirectly pushed us towards. We must keep the good practices and learn to be better from the bad ones. Thus, it was a real shame that the much lauded and valued email filing (with payment of official fees via bank transfer) ended in early November 2021, after it had worked so well for more than a year. It is understood that this is because the payment of official fees via bank transfer presented MyIPO with accounting challenges.

In lieu of email filing, the Registry pointed everyone to manual and online filing instead but for this to work well, there must continue to be a comprehensive support system at the Trademark Registry that eases the filing process and friendly towards the overall user experience.

For the last decade or so, MyIPO's IP online filing system has strived to serve that, although not without its periodic technical hiccups. The online system has gone through a few transformations, but not all necessarily qualify as an upgrade. Ample prior notification could have eased the transition because sudden regression to manual filing (at MyIPO counters) requires abrupt changes in work schedules and increases administrative work, not to mention that increased physical interaction with officers does not make good sense during another wave of the pandemic. In reality, the current trademark online filing system only allows limited types of trademark work to be filed wholly electronically, e.g. new application but most prosecution work has to be filed manually, including any take-over cases (renewal, recordals, etc.) where one is not the current trademark agent-on-record.

Fundamentally, there is a lack of readiness to support the usual electronic filing traffic. Many functions are in fact not ready for use and those supposedly ready are ridden with technical difficulties. Hopefully time will ease such administrative pain.

Trademark legislation

As mentioned earlier, the Trademarks Act 2019 (TMA) and Trademarks Regulations 2019 (TMR) came into effect on December 27 2019 and all new trademark applications filed from that point onwards are governed by these new laws. TMA and TMR 2019 also govern the future

maintenance and dealings of trademarks registered under the previous law.

One of the more significant and exciting introductions made by TMA 2019 was the expansion of the types of trademark recognised for registration in Malaysia. The so-called non-traditional marks (NTM) have actually been considered conventional for a while now in many matured IP markets.

A quick search of MyIPO's database shows that approximately 230 NTM applications have been filed since 2019. This would include shape (about 130 applications on-record at the time of writing), colour (56), sound (7), scent (0), hologram (2), positioning marks (7) and sequence of motion (9); with the caveat that they must be signs capable of being represented graphically. However, 26 months down the road, it would appear that less than a handful of cases have been granted registration. Most are pending examination or pending appeal, and this shows that the Registry is taking a rather precautionous approach towards the examination and acceptance of such NTMs.

Another measure taken by TMA 2019 to make trademark administration more efficient is allowing multiple classes to be designated within a single application, replacing the need to file one application per mark, per class. However, it would seem that the majority of trademark applicants still have a small appetite and prefer filing a single class in each application because in reality, there is no savings in official fees to file multiple classes in a single application because fees are still chargeable per class. Nonetheless, the possibility of dividing and merging of applications will still allow that trademark owners to better manage their portfolio at the appropriate times.

Trademark accreditation

The Global Intellectual Property Centre of the US Chamber of Commerce (a constructive tool to help business and policy makers measure an economy's overall IP environment) in its 9th edition report ranked Malaysia 27th (same position as the year before) out of 53 countries surveyed; with an overall score of 51.61%. According to the report, key trademark areas that require improvement include the availability of frameworks that

promote cooperative private action against online sale of counterfeit goods and protection of well-known marks.

In addition, the Office of the US Trade Representative (USTR) in their 'Special 301 Report' for 2021 commended Malaysia for the Special Internet Forensics Unit in our Ministry of Domestic Trade, Cooperatives and Consumerism responsible for IPR enforcement. However, in terms of trademark, the USTR pooled Malaysia with several other Asian countries like India and the Philippines for having slow opposition and cancellation proceedings. It is to be noted that the usual delay is in the final stage of the proceedings i.e. the review of the opposition and issuance of the grounds of decision by MyIPO, after parties have completed their exchange of arguments and documents.

Trademark litigation

The pandemic has forced a number of court hearings and trials to be conducted virtually or in a hybrid format (usually judges in an empty courtroom and parties on a virtual platform) and indirectly, the number of cases heard, decided and reported has slowed down this past year.

It would appear that one of the first cases to be filed (in March 2020) and decided (in January 2022) under the TMA 2019 by the dedicated IP High Court in Kuala Lumpur was *Bestinet Technology Sdn Bhd v MYFWM System Sdn Bhd & 3 Others* (Case No. WA-22IP-22-03/2020). The plaintiff Bestinet has coined and registered the trademark 'FWCMS' for Class 09 goods, Class 35 and 42 services relating to a computerised management system of foreign workers.

The mark 'FWCMS' is an acronym for 'foreign workers centralised management system', developed by the plaintiff. The complaint before the court is that the registered mark has been infringed and/or passed off by the defendants' 'MyFWMs' mark in the provision of similar type of service.

The defendants pleaded that their 'MyFWMs' is merely a nomenclature of the official name of the first defendant company and that their foreign workers' management system is called 'SP4M'. More importantly, they claimed that their system was at developmental stage at the material time of the complaint, i.e. they were merely running tests on the system they were

"There is strong hope that 2022 could still witness more rising from the ashes of the pandemic and find its footing in the realm of Madrid Protocol and TMA 2019."

developing and carrying out demonstrations to the Ministry of Home Affairs (a requirement before the Ministry considers and appoints a project supplier).

The trial proceeded in a hybrid manner during a lockdown and decided as follows:

- The defendants counterclaimed that the plaintiff's trademark is invalid for non-use and non-distinctiveness. The court was satisfied that the plaintiff had provided sufficient proof that 'FWCMS' had been registered with MyIPO and had shown proof of its continued and positive use through the plaintiff's website, Facebook page, promotional brochures, various publications and photographs. The Court found the plaintiff had fulfilled the meaning of 'use' as defined in Section 7 of the TMA 2019.
- The court agreed with MyIPO for allowing the plaintiff's mark to be registered, having assessed the mark as a whole and found it to be of distinctive character (Section 2 of TMA 2019) and does not describe its goods or services. Thus, the defendants' claim of invalidation pursuant to sections 46 and 47 were dismissed.
- Having considered both parties' marks as wholes, the judge opined that the phonetic aspects of both marks do not carry any sensible speech or phonetic sounds. However, he concluded that the defendants' 'MyFWMs' mark is so nearly resembling the plaintiff's 'FWCMS' mark.
- Despite the similarity of the marks, the court opined that this does not automatically mean there is a trademark infringement under Section 54. The court held that the 'likelihood of confusion on the part of the public' in Section 54(2) is one of perception and

not science. Since this section is *in pari materia* with Section 27(2) of the Singapore Trade Marks Act (Cap 322), the court must too consider 'extraneous factors' as laid down by the Singapore Court of Appeal and the court was convinced that the defendant's dummy website was created solely for demonstration to a group of officials from the Ministry of Home Affairs behind closed doors, that the subject matter and persons involved were subjected to the relevant confidentiality laws, and thus these officials do not fall within the spectrum of 'public' as envisaged by Section 54 of TMA 2019. The court concluded that the defendant did not infringe the plaintiff's trademark.

- In finding that the defendants have passed off and caused damage to the plaintiff's goodwill through unlawful association created by the defendants, the court observed that:
- There is no requirement for a trademark to be renowned before the user may be said to have acquired business goodwill.
- The plaintiff has acquired substantial goodwill in their trade and 'FWCMS' mark through extensive advertising and promotional activities and investments through the years when they conducted the services of foreign workers management system to the public.
- The defendants' defence that their 'MyFWMs' mark was coined from the acronym of the first defendant's name cannot be sustained.

2021 was a year that was fairly non-descript but there is strong hope that 2022 could still witness more rising from the ashes of the pandemic and find its footing in the realm of Madrid Protocol and TMA 2019. Watch this space.

**Azlina Aisyah Khalid**

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Azlina Aisyah Khalid is the senior legal counsel (In House) of Henry Goh & Co Sdn Bhd and heads the prosecution unit of the trade marks department. She is well-versed in providing clients with pre-litigation advisory work on trade mark, copyright and industrial design infringement, passing off issues and corporate IP due diligence. Her knowledge and skills extend to securing trade description orders for enforcement work, consultancy work on franchise and licensing agreements, domain name registration and protection as well as a diverse range of IP-related matters.

Azlina read law at the University of Kent at Canterbury, United Kingdom, graduating with honours in 1993. Intellectual property became her speciality when she started her legal practice in 1996 at a leading law firm in Malaysia. She joined Henry Goh in 2004 and is a registered trade mark, patent and industrial design agent. She represents the firm at major international conferences such as INTA, APAA and FICPI.

Azlina is a member of various IP organisations such as the Malaysian Intellectual Property Association (MIPA), the Licensing Executive Society of Malaysia (LESM), the Malaysian Intellectual Property Alumni Association (MIPAA), the Asian Patent Attorneys Association (APAA) and is an alumni of the Association of Overseas Technical Scholarship (AOTS).

Her experiences in this niche profession have received professional recognition and acknowledgment from her industry peers where she is listed in the AsiaLaw's Leading Lawyers since 2012. Likewise, she is distinguished as one of Malaysia's recommended individuals for trade mark work in WTR 1000 since 2012.



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TIER 3

AVA
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Santamarina y Steta
Von Wobeser & Sierra

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TIER 2

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Calderón & De La Sierra
Dumont
Goodrich Riquelme y Asociados
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Panamericana de Patentes y Marcas

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Hofhuis Alkema Groen
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TIER 2

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DLA Piper
Kennedy Van der Laan
Leeway
NautaDutilh

TIER 3

Hogan Lovells
Hoogenraad & Haak
KLOS
Ploum
Taylor Wessing

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Van Doorne
Visser Schaap & Kreijger

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Knijff Trade Mark Attorneys
NLO Shieldmark

TIER 2

HGF
Novagraaf

TIER 3

Abcor
VO

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DLA Piper
Hoyng Rokh Monegier
Leeway
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TIER 2

Buddle Findlay

Dentons Kensington Swan

James & Wells

Simpson Grierson

TIER 3

Chapman Tripp

Hudson Gavin Martin

MinterEllisonRuddWatts

TRADEMARK PROSECUTION

TIER 1

AJ Park

James & Wells

TIER 2

Dentons Kensington Swan

Ellis Terry

Henry Hughes Intellectual Property

Simpson Grierson

TIER 3

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Chapman Tripp

Hudson Gavin Martin

MinterEllisonRuddWatts

Potter IP

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Schjødt
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TIER 2

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Kvale
Zacco

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Haavind
Hjort
Onsagers
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TRADEMARK PROSECUTION

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PERU

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Durand Abogados
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TIER 2

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CMS
Kulikowska & Kulikowski
LDS Łazewski Depo & Partners
Traple Konarski Podrecki & Partners

TIER 3

Dentons
DLA Piper
Domanski Zakrzewski Palinka
Hogan Lovells
Kochański & Partners
Kondrat & Partners
Patpol
Skubisz IP Law Firm

OTHER NOTABLE FIRMS

Allen & Overy
DWF
Taylor Wessing

TRADEMARK PROSECUTION

TIER 1

Baker McKenzie
JWP
Patpol
PolSERVICE

TIER 2

Kondrat & Partners
Kulikowska & Kulikowski
LDS Łazewski Depo & Partners

TIER 3

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PORTUGAL

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TIER 2

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OTHER NOTABLE FIRMS

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ROMANIA

TRADEMARK CONTENTIOUS

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Rominvent
Simion & Baci

TIER 2

Enpora
Milcev Burbea
Petošević

TIER 3

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Drakopoulos
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Zivko Mijatovic & Partners (ZMP)

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SAUDI ARABIA

INTELLECTUAL PROPERTY

RECOMMENDED

Abu-Ghazaleh Intellectual Property
(AGIP)

Al Tamimi & Company

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SERBIA

INTELLECTUAL PROPERTY

TIER 1

Mikijelj Jankovic & Bogdanovic (MJB)

Milojevic Sekulic & Associates (MSA IP)

Petošević

Zivko Mijatovic & Partners (ZMP)

TIER 2

Popović Popović & Partners

TIER 3

Janković Popović Mitić (JPM)

Karanović & Partners

Moravčević Vojnović & Partners

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SINGAPORE

TRADEMARK CONTENTIOUS

TIER 1

Amica Law
Baker McKenzie Wong & Leow
Bird & Bird ATMD
Drew & Napier

TIER 2

Allen & Gledhill
Dentons Rodyk & Davidson
Ravindran Associates
Robinson

TIER 3

Donaldson & Burkinshaw
Harry Elias Partnership
Lee & Lee
Rajah & Tann

OTHER NOTABLE FIRMS

Shook Lin & Bok

TRADEMARK PROSECUTION

TIER 1

Amica Law
Baker McKenzie Wong & Leow
Bird & Bird ATMD
Donaldson & Burkinshaw
Drew & Napier

TIER 2

Allen & Gledhill
Dentons Rodyk & Davidson
Ella Cheong
Ravindran Associates

TIER 3

Francine Tan Law Corporation
Gateway Law Corporation
Lee & Lee
Marks & Clerk
Rajah & Tann
WongPartnership

OTHER NOTABLE FIRMS

Mirandah Asia
Shook Lin & Bok

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ALTOGETHER EXCEPTIONAL

“With Drew & Napier, the key difference is their professionalism and internal confidence in their own abilities. Somehow, they always seem to have a solution for everything, even for the most difficult and challenging cases.

– Client feedback, The Legal 500 Asia Pacific

**Managing IP - IP STARS
Leading IP firm (22 consecutive years)**

**Managing IP Asia-Pacific Awards
Double winner at the 2020 awards:
Singapore Patent Contentious Firm of the Year
Singapore Trademark Prosecution Firm of the Year**

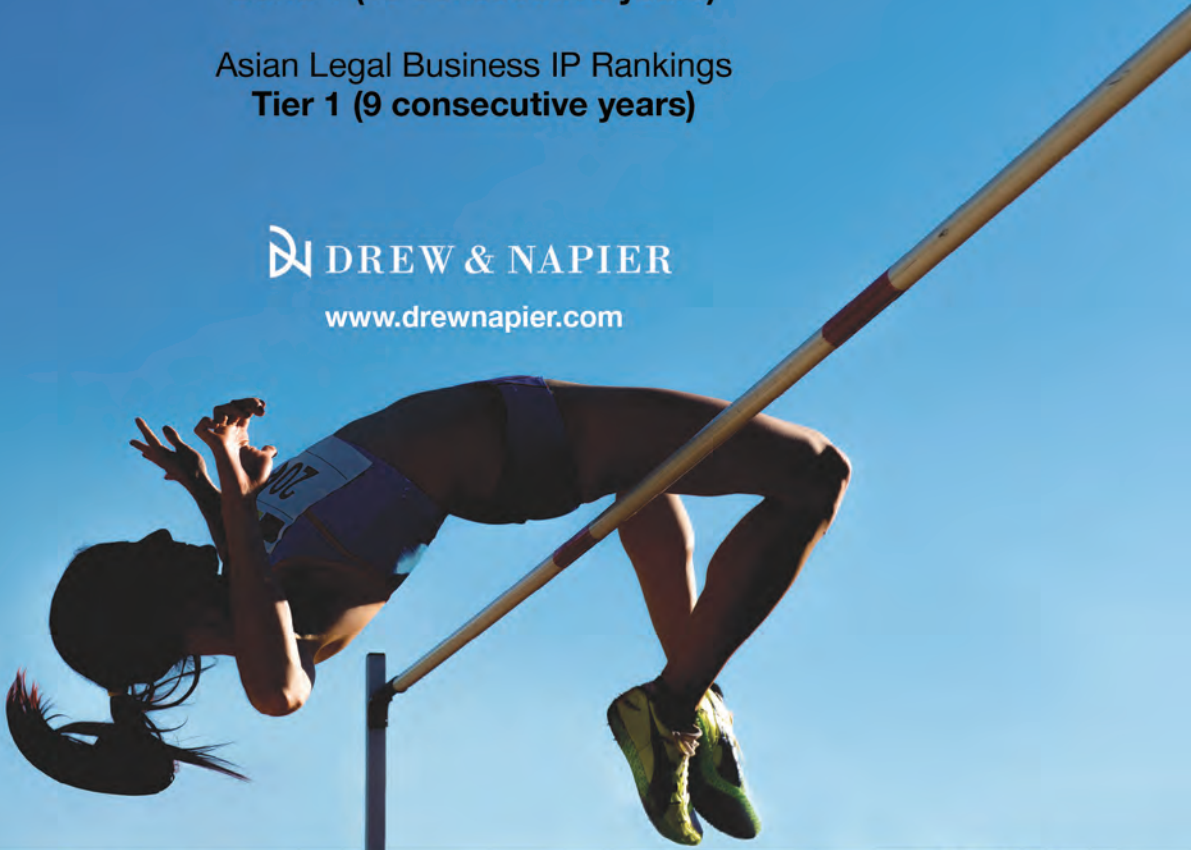
**The Legal 500 Asia Pacific
Tier 1 (23 consecutive years)**

**Chambers Asia-Pacific
Band 1 (15 consecutive years)**

**Asian Legal Business IP Rankings
Tier 1 (9 consecutive years)**

 **DREW & NAPIER**

www.drewnapier.com





SLOVAKIA

INTELLECTUAL PROPERTY

TIER 1

Brichta & Partners

Taylor Wessing

TIER 2

Bukovinsky & Chlipala

Paul Q Law Firm

TIER 3

Allen & Overy

Havel & Partners

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SLOVENIA

INTELLECTUAL PROPERTY

HIGHLY RECOMMENDED

Item

Patentna pisarna

RECOMMENDED

Petošević

Šelih & Partnerji

Zivko Mijatovic & Partners (ZMP)

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SOUTH AFRICA

TRADEMARK

TIER 1

Adams & Adams

Spoor & Fisher

Von Seidels

TIER 2

ENSafrica

KISCH IP

TIER 3

Moore Attorneys

Smit & Van Wyk

Webber Wentzel

Werksmans Attorneys

OTHER NOTABLE FIRMS

Bouwers

Dentons

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SOUTH KOREA

TRADEMARK CONTENTIOUS

TIER 1

Kim & Chang

Lee & Ko

Yulchon

TIER 2

Bae Kim & Lee

Cho & Partners

Lee International IP & Law

Yoon & Yang

TIER 3

FirstLaw PC

Shin & Kim

OTHER NOTABLE FIRMS

Darae Law & IP Firm

TRADEMARK PROSECUTION

TIER 1

Kim & Chang

TIER 2

Bae Kim & Lee

Cho & Partners

FirstLaw PC

Lee & Ko

Lee International IP & Law

Yoon & Yang

You Me Patent & Law Firm

YP Lee Mock & Partners

TIER 3

Muhann Patent & Law Firm

NAM & NAM

SungAm Suh International Patent &
Law Firm

OTHER NOTABLE FIRMS

Shin & Kim

Yoon & Lee International Patent & Law
Firm

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**Min Son**

President and founder

Hanol IP & Law
6FL 135 Beobwon-ro Songpa-gu
Seoul, South Korea
PO Box: 05836
Tel: +8229421100
hanol@hanollawip.com
www.hanollawip.com

Industry sectors:

Biotechnology, Chemistry, Life sciences, Mechanical, Pharmaceutical

As the president and founder of Hanol, Dr. Son is in charge of leading the firm toward its goal of becoming Korea's leading IP law firm. Motivated by her entrepreneurial spirit, she started the firm in 2001. Hanol has already achieved the "best in class" status in the fields of life science and chemistry. With a Ph.D. in biochemistry, Dr. Son maintains a practice focused on preparing patent specifications, prosecuting patent applications before KIPO and managing international patent portfolios for biotechnology and pharmaceutical companies.

Due diligence, licensing, patentability, infringement and pre-litigation matters are all discussed with a client taking into account their personal level of understanding of IP law so that their expectations can be managed. Strategic planning is vital to achieve a "big picture" success for the client; as such, she also strives to ensure the client's IP strategy will help the client achieve its commercial goals.

Year Joined Firm: 2001

Education/Alumni:

- Ph.D. in Biochemistry at University of Wisconsin-Madison
- Santa Clara University School of Law, Intellectual Property LL.M
- BS in Biochemistry at Yonsei University

Languages Spoken: Korean, English

Network Memberships:

INTA, AIPLA, AIPPI, APAA, FICPI, KPAA

Experience:

- Patent examiner (KIPO)
- Patent attorney (Kim & Chang) Performed patent litigation & prosecution representing many global companies
- Activities (Government Committees)
- Presidential Advisory Council for Science and Technology with IP
- Ministry of Science, ICT and Future Planning; National Biotechnology Policy Council

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A blurred photograph of a modern office hallway with wooden floors and glass partitions. People are walking, creating a sense of motion. The text is overlaid on the left side of the image.

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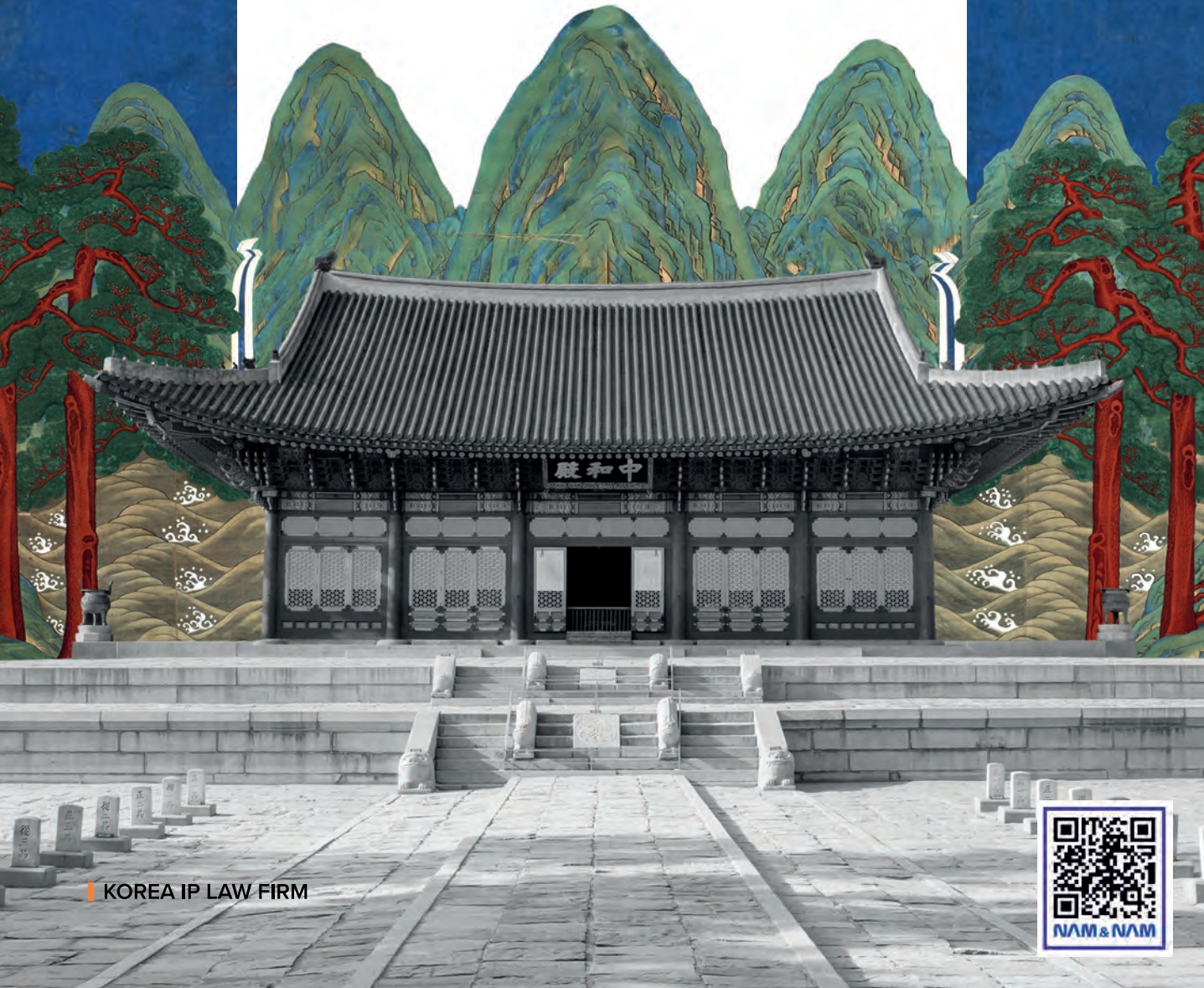

Lee International
IP & LAW

- Patent Prosecution
- Patent Search
- IPTAB Proceedings
- IP Transactions & Licensing
- IP Litigation
- Trademark Protection
- Opinions & Advice

Poongsan Bldg., 23 Chungjeong-ro, Seodaemun-gu, Seoul 03737, Korea
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WEB : WWW.YOONPAT.COM ADD : ACE HIGHEND TOWER-5, 3RD FL., 226 GASAN DIGITAL 1-RO,
GEUMCHEON-GU, SEOUL, 08502, REPUBLIC OF KOREA



SPAIN

TRADEMARK CONTENTIOUS

TIER 1

Bird & Bird
Elzaburu
Grau & Angulo
Hogan Lovells

TIER 2

Abril Abogados
Cuatrecasas
Garrigues
Gómez Acebo & Pombo
Hoyng Rokh Monegier
Uría Menéndez

TIER 3

Baker McKenzie
Balder
Baylos
Herrero & Asociados (H&A)
Pérez-Llorca

TRADEMARK PROSECUTION (LAW FIRMS)

TIER 1

BomhardIP
Hogan Lovells

TIER 2

Abril Abogados
Hoyng Rokh Monegier
Noerr

TIER 3

Baker McKenzie
Cuatrecasas
Garrigues

OTHER NOTABLE FIRMS

Bird & Bird
Santiago Mediano Abogados

TRADEMARK PROSECUTION (PATENT & TRADEMARK ATTORNEY FIRMS)

TIER 1

Curell Suñol
Elzaburu

TIER 2

Balder
Herrero & Asociados (H&A)
PONS IP

TIER 3

ClarkeModet
Isern Patentes y Marcas

OTHER NOTABLE FIRMS

ABG Intellectual Property
PONTI
Ungría

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We team up with you. Sharing your effort and helping safeguard your ideas and your image. We pedal together on the journey from concept to success

ZBM ■ PATENTS & TRADEMARKS

IP expertise and enthusiasm



SWEDEN

TRADEMARK CONTENTIOUS

TIER 1

Sandart & Partners
Vinge
Westerberg & Partners

TIER 2

AWA
Gulliksson
Zacco

TIER 3

Brann
Delphi
Groth & Co
Lindahl
MAQS
Synch

OTHER NOTABLE FIRMS

Baker McKenzie
Bird & Bird
Heidenstam Legal
Roschier
Setterwalls

TRADEMARK PROSECUTION (LAW FIRMS)

TIER 1

Vinge
Westerberg & Partners

TIER 2

Gulliksson
Roschier

TIER 3

Lindahl
MAQS

TRADEMARK PROSECUTION (PATENT & TRADEMARK ATTORNEY FIRMS)

TIER 1

AWA
Groth & Co
Zacco

TIER 2

Brann
Valea

TIER 3

Hansson Thyresson
Rouse

OTHER NOTABLE FIRMS

Fenix Legal
Noréns

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INTERNATIONAL PATENT AND LAW FIRM

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EU Trade Marks

Community Designs

Copyright & Marketing Law

IP Due Diligence & Business Law

Domain Name Disputes & Internet Law

Mediation

Social Network Law



Östermalmstorg 1 • 11442 Stockholm • Sweden
info@fenixlegal.eu • www.fenixlegal.eu



SWITZERLAND

TRADEMARK CONTENTIOUS

TIER 1

Lenz & Staehelin
MLL Meyerlustenberger Lachenal
Froriep
Walder Wyss

TIER 2

FMP Fuhrer Marbach & Partners
Homburger
Rentsch Partner
Troller Hitz Troller
Wild Schnyder

TIER 3

Baker McKenzie
Pestalozzi
Schellenberg Wittmer
Times Attorneys
Weinmann Zimmerli

OTHER NOTABLE FIRMS

House Attorneys
Kasser Schlosser Avocats
Niederer Kraft Frey

TRADEMARK PROSECUTION (LAW FIRMS)

HIGHLY RECOMMENDED

FMP Fuhrer Marbach & Partners
MLL Meyerlustenberger Lachenal
Froriep
Wild Schnyder

RECOMMENDED

Baker McKenzie
Lenz & Staehelin
Troller Hitz Troller
Walder Wyss

TRADEMARK PROSECUTION (PATENT & TRADEMARK ATTORNEY FIRMS)

TIER 1

E Blum & Co
Isler & Pedrazzini

TIER 2

Bugnion
Rentsch Partner
Weinmann Zimmerli

TIER 3

Bovard
Katzarov
Meisser & Partners

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TAIWAN

TRADEMARK CONTENTIOUS

TIER 1

Lee and Li Attorneys at Law
Saint Island International Patent & Law
Offices

TIER 2

Baker McKenzie
Formosa Transnational
Tai E International Patent & Law Office
Tsar & Tsai Law Firm
Winkler Partners

TIER 3

Eiger
Jones Day
Tsai Lee & Chen

TRADEMARK PROSECUTION

TIER 1

Lee and Li Attorneys at Law
Saint Island International Patent & Law
Offices
Tai E International Patent & Law Office

TIER 2

TIPLO
Tsai Lee & Chen
Winkler Partners

TIER 3

Baker McKenzie
Eiger
Tsar & Tsai Law Firm

OTHER NOTABLE FIRMS

Asian Pacific Int'l Patent & Trademark
Office
Formosa Transnational
Top-Team International Patent and
Trademark Office
Wisdom International Patent and Law
Office

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台一國際智慧財產事務所
台一國際法律事務所

Tai E International Patent & Law Office

Patent · Trademark · Copyright · Litigation
Commercial Law · General Legal Practice

Since the firm's foundation in 1952, although we had to overcome many challenges during the past decades, our pursuit of professionalism, excellence and absolutely faithful service to our clients and associates has always been the focus and underlying principle of all our work. We have consistently adhered to these values since the very first day of our firm and are determined to continue to fulfill those commitments in the future.



Tai E International Patent & Law Office

9th Fl., No. 112, Sec. 2, Chang-An E. Rd., Taipei 10491, Taiwan, R.O.C.
TEL : 886-2-2506 1023 · FAX : 886-2-2506 8147
ipdept@taie.com.tw · www.taie.com.tw

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in Taiwan***



THAILAND

TRADEMARK

TIER 1

Baker McKenzie
Domnern Somgiat & Boonma
Tilleke & Gibbins

TIER 2

Ananda Intellectual Property
Rouse
Satyapon & Partners

TIER 3

ILCT
LawPlus
SCL Nishimura & Asahi
ZICO IP

OTHER NOTABLE FIRMS

AWP & Alliance
Spruson & Ferguson

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TUNISIA

INTELLECTUAL PROPERTY

RECOMMENDED

Abu-Ghazaleh Intellectual Property
(AGIP)

Baianat Intellectual Property

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TURKEY

TRADEMARK CONTENTIOUS

TIER 1

Deris

Gün + Partners

Kenaroglu

TIER 2

Moroğlu Arseven

NSN Law Firm

TIER 3

Esin Attorney Partnership

Ofo Ventura Intellectual Property &
Litigation

OTHER NOTABLE FIRMS

Kahveci Law Office

Stock Industrial Property Services

Suluk Intellectual Property Law Firm

TRADEMARK PROSECUTION

TIER 1

Deris

Gün + Partners

Kenaroglu

Moroğlu Arseven

Stock Industrial Property Services

TIER 2

Istanbul Patent

NSN Law Firm

TIER 3

Ankara Patent Bureau

Erdem Kaya & Partners

Esin Attorney Partnership

Grup Ofis

Ofo Ventura Intellectual Property &
Litigation

OTHER NOTABLE FIRMS

Sezekkaplan Lawyers

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UKRAINE

We are deeply saddened to see the destruction of lives and property in Ukraine and the displacement of millions of its people. Our thoughts and prayers are with the people of Ukraine, including its IP community.

Managing IP has decided to suspend its research and publication of our research content for Russia and Ukraine until further notice. Therefore, we have not published 2022 rankings for both jurisdictions. We have, however, republished the 2021 firm rankings for Ukraine below for reference.

TRADEMARK

TIER 1

Asters
Baker McKenzie
Doubinsky & Osharova
Pakharenko & Partners

TIER 2

Aequo
Gorodissky & Partners

TIER 3

Arzinger
IPStyle
Mamunya IP
Mikhailyuk Sorokolat & Partners
Petošević
Sayenko Kharenko
Synergy IP Law Agency

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UNITED ARAB EMIRATES

TRADEMARK CONTENTIOUS

TIER 1

Al Tamimi & Company
Clyde & Co
Rouse

TIER 2

Abu-Ghazaleh Intellectual Property
(AGIP)
Gowling WLG
Saba IP

TIER 3

BSA Ahmad Bin Hezeem & Associates
Cedar White Bradley
Charles Russell Speechlys
Deans IP

TRADEMARK PROSECUTION

TIER 1

Abu-Ghazaleh Intellectual Property
(AGIP)
Al Tamimi & Company
Clyde & Co
Rouse
Saba IP

TIER 2

Cedar White Bradley
Gowling WLG

TIER 3

BSA Ahmad Bin Hezeem & Associates
Deans IP
Hadeef & Partners

OTHER NOTABLE FIRMS

Baianat Intellectual Property
Bird & Bird
United Trademark & Patent Services

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UNITED KINGDOM

ENGLAND

TRADEMARK CONTENTIOUS

(LAW FIRMS)

TIER 1

Bird & Bird
Bristows
CMS
Fieldfisher
Lewis Silkin

TIER 2

Allen & Overy
Baker McKenzie
Gowling WLG
Mishcon de Reya
Simmons & Simmons
Taylor Wessing
Wiggin

TIER 3

Browne Jacobson
Hogan Lovells
Osborne Clarke
RPC
Stephenson Harwood

OTHER NOTABLE FIRMS

Charles Russell Speechlys
DLA Piper
Pinsent Masons
Reed Smith

TRADEMARK CONTENTIOUS

(PATENT & TRADEMARK
ATTORNEY FIRMS)

TIER 1

HGF Law
Marks & Clerk Law
Potter Clarkson
Stobbs IP

TIER 2

Carpmaels & Ransford
D Young & Co

TIER 3

Appleyard Lees
Haseltine Lake Kempner
Maucher Jenkins
Venner Shipley

TRADEMARK PROSECUTION

(LAW FIRMS)

TIER 1

Baker McKenzie
Bird & Bird
Bristows
CMS
Fieldfisher
Taylor Wessing

TIER 2

Lewis Silkin
Mishcon de Reya
Wiggin

TIER 3

Allen & Overy
Hogan Lovells
Morgan Lewis & Bockius
Osborne Clarke
Pinsent Masons
Simmons & Simmons

TRADEMARK PROSECUTION

(PATENT & TRADEMARK
ATTORNEY FIRMS)

TIER 1

Barker Brettell
Boulton Wade Tennant
D Young & Co
HGF
Kilburn & Strode
Marks & Clerk
Potter Clarkson
Stobbs IP

TIER 2

Dehns
J A Kemp
Keltie
Maucher Jenkins
Mewburn Ellis
Murgitroyd

TIER 3

Appleyard Lees
Carpmaels & Ransford
Cleveland Scott York
Gill Jennings & Every
Haseltine Lake Kempner
Reddie & Grose
Venner Shipley
Wilson Gunn
Withers & Rogers

OTHER NOTABLE FIRMS

AA Thornton
Abel & Imray
Mathys & Squire

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SCOTLAND

TRADEMARK
CONTENTIOUS

TIER 1
Burness Paull
CMS
Pinsent Masons
TIER 2
Brodies
Dentons
TIER 3
MacRoberts
Shepherd and Wedderburn

TRADEMARK
PROSECUTION

HIGHLY RECOMMENDED
HGF
Lawrie IP
Marks & Clerk
Murgitroyd
RECOMMENDED
Lincoln IP

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UNITED STATES

NATIONAL

TRADEMARK CONTENTIOUS

TIER 1

Debevoise & Plimpton
Fross Zelnick Lehrman & Zissu
Kelly IP
Kilpatrick Townsend & Stockton
Kirkland & Ellis
Pirkey Barber

TIER 2

Cooley
Cowan Liebowitz & Latman
Fenwick & West
Finnegan Henderson Farabow Garrett & Dunner
Pattishall McAuliffe Newbury Hilliard & Geraldson
Proskauer

TIER 3

Arnold & Porter
Crowell & Moring (fka Brinks Gilson & Lione)
DLA Piper
Dorsey & Whitney
Fish & Richardson
Greenberg Traurig
Katten Muchin Rosenman
Knobbe Martens
Loeb & Loeb
Orrick Herrington & Sutcliffe
Quinn Emanuel Urquhart & Sullivan
Sheppard Mullin Richter & Hampton

TRADEMARK PROSECUTION

TIER 1

Fenwick & West
Fross Zelnick Lehrman & Zissu
Kelly IP
Kilpatrick Townsend & Stockton

TIER 2

ArentFox Schiff
Cowan Liebowitz & Latman
Finnegan Henderson Farabow Garrett & Dunner
Haynes and Boone
Pattishall McAuliffe Newbury Hilliard & Geraldson
Perkins Coie
Pirkey Barber

TIER 3

Baker McKenzie
Crowell & Moring (fka Brinks Gilson & Lione)
Dorsey & Whitney
Foley & Lardner
Greenberg Traurig
Holland & Hart
Hunton Andrews Kurth
K&L Gates
Katten Muchin Rosenman
Knobbe Martens
Ladas & Parry
McDermott Will & Emery
Merchant & Gould
Norton Rose Fulbright
Pillsbury Winthrop Shaw Pittman

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UNITED STATES

CALIFORNIA

TRADEMARK CONTENTIOUS

HIGHLY RECOMMENDED

Cooley
Fenwick & West
Greenberg Traurig
Kilpatrick Townsend & Stockton
Knobbe Martens
Loeb & Loeb
Mitchell Silberberg & Knupp
Morrison & Foerster
Munger Tolles & Olson
Orrick Herrington & Sutcliffe
Quinn Emanuel Urquhart & Sullivan
Sheppard Mullin Richter & Hampton

RECOMMENDED

Arnold & Porter
Davis Wright Tremaine
Irell & Manella
Jones Day
K&L Gates
Keker Van Nest & Peters
Kirkland & Ellis
Manatt Phelps & Phillips
McDermott Will & Emery
Pillsbury Winthrop Shaw Pittman
Sideman & Bancroft
Weil Gotshal & Manges
Wilson Sonsini Goodrich & Rosati
Winston & Strawn

TRADEMARK PROSECUTION

HIGHLY RECOMMENDED

Cooley
Fenwick & West
Greenberg Traurig
Kilpatrick Townsend & Stockton
Knobbe Martens
Loeb & Loeb
McDermott Will & Emery

RECOMMENDED

K&L Gates
Mitchell Silberberg & Knupp
Morgan Lewis & Bockius
Morrison & Foerster
Pillsbury Winthrop Shaw Pittman
Sideman & Bancroft

DISTRICT OF COLUMBIA

TRADEMARK CONTENTIOUS

HIGHLY RECOMMENDED

ArentFox Schiff
Finnegan Henderson Farabow Garrett & Dunner
Kelly IP
Morgan Lewis & Bockius
Venable

RECOMMENDED

Arnold & Porter
Cooley
Covington & Burling
Hogan Lovells
Hunton Andrews Kurth
Jones Day
McDermott Will & Emery
Sughrue Mion

TRADEMARK PROSECUTION

HIGHLY RECOMMENDED

ArentFox Schiff
Faegre Drinker Biddle & Reath
Finnegan Henderson Farabow Garrett & Dunner
Kelly IP
Morgan Lewis & Bockius
Sughrue Mion
Venable

RECOMMENDED

DLA Piper
Foley & Lardner
Hunton Andrews Kurth
Kilpatrick Townsend & Stockton
Sterne Kessler Goldstein & Fox
Winterfeldt IP Group

ILLINOIS

TRADEMARK

HIGHLY RECOMMENDED

Banner Witcoff
Crowell & Moring
Katten Muchin Rosenman
Loeb & Loeb
Neal Gerber Eisenberg
Pattishall McAuliffe Newbury Hilliard & Geraldson

RECOMMENDED

Barack Ferrazzano Kirschbaum & Nagelberg
Barnes & Thornburg
DLA Piper
Faegre Drinker Biddle & Reath
Greenberg Traurig
Leydig Voit & Mayer
Marshall Gerstein & Borun
Mayer Brown
McDermott Will & Emery
Michael Best & Friedrich

MASSACHUSETTS

TRADEMARK

HIGHLY RECOMMENDED

Fish & Richardson
Lando & Anastasi
Morgan Lewis & Bockius
Orrick Herrington & Sutcliffe
Wolf Greenfield & Sacks

RECOMMENDED

Day Pitney
Foley Hoag
Goodwin Procter
K&L Gates
McCarter & English
Nixon Peabody
Ropes & Gray

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MICHIGAN

TRADEMARK

HIGHLY RECOMMENDED

Bodman
Brooks Kushman
Fishman Stewart
Harness IP
Honigman

RECOMMENDED

Carlson Gaskey & Olds
Dickinson Wright
Miller Canfield

MINNESOTA

TRADEMARK

HIGHLY RECOMMENDED

Merchant & Gould
Norton Rose Fulbright

RECOMMENDED

Barnes & Thornburg
Dorsey & Whitney
Fish & Richardson
Lathrop GPM

NEW YORK

TRADEMARK CONTENTIOUS

HIGHLY RECOMMENDED

Arnold & Porter
Cowan Liebowitz & Latman
Debevoise & Plimpton
Fross Zelnick Lehrman & Zissu
Greenberg Traurig
Kilpatrick Townsend & Stockton
Kirkland & Ellis
Proskauer
Quinn Emanuel Urquhart & Sullivan

RECOMMENDED

Abelman Frayne & Schwab
Amster Rothstein & Ebenstein
ArentFox Schiff
Davis Wright Tremaine
Dorsey & Whitney
Hunton Andrews Kurth
King & Spalding
Loeb & Loeb
Orrick Herrington & Sutcliffe
Skadden Arps Slate Meagher & Flom
Venable
Weil Gotshal & Manges

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HIGHLY RECOMMENDED

Cowan Liebowitz & Latman
Davis Wright Tremaine
Fross Zelnick Lehrman & Zissu
Greenberg Traurig
Hunton Andrews Kurth
Katten Muchin Rosenman
Kilpatrick Townsend & Stockton
Ladas & Parry
Venable

RECOMMENDED

Abelman Frayne & Schwab
Amster Rothstein & Ebenstein
Baker McKenzie
Dorsey & Whitney
Fish & Richardson
Frankfurt Kurnit Klein & Selz
Leason Ellis
Pryor Cashman

TEXAS

TRADEMARK

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Baker McKenzie
Haynes and Boone
Norton Rose Fulbright
Pirkey Barber

RECOMMENDED

Baker Botts
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Rouse
Tilleke & Gibbins
Vision & Associates

TIER 2

D&N International

TIER 3

Ageless
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Hogan Lovells
IPMax

OTHER NOTABLE FIRMS

Elite Law Firm
Indochine Counsel
Invenco
Lê & Lê
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Firm Profile

Founded in 1991, Pham & Associates is the oldest and one of the most prominent IP Law firms in Vietnam. The firm offers a full spectrum of intellectual property services in prosecution and litigation for domestic and overseas clients. Since 2001, it has also been engaged in rendering legal services regarding business laws in Vietnam.

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The firm's working languages is Vietnamese, English, German, Chinese, French and Russian.

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- Trademarks, Trade Names, Trade Secrets, Geographical Indications
- Copyright, Domain Names
- Plant Variety Protection
- IP Litigation & Licensing
- IP Assets Management & Evaluation

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- Corporate
- Investment
- Commerce
- Real Estate & Construction
- Tax, Finance & Banking
- Shipping
- Insurance
- Employment & Dispute Resolution

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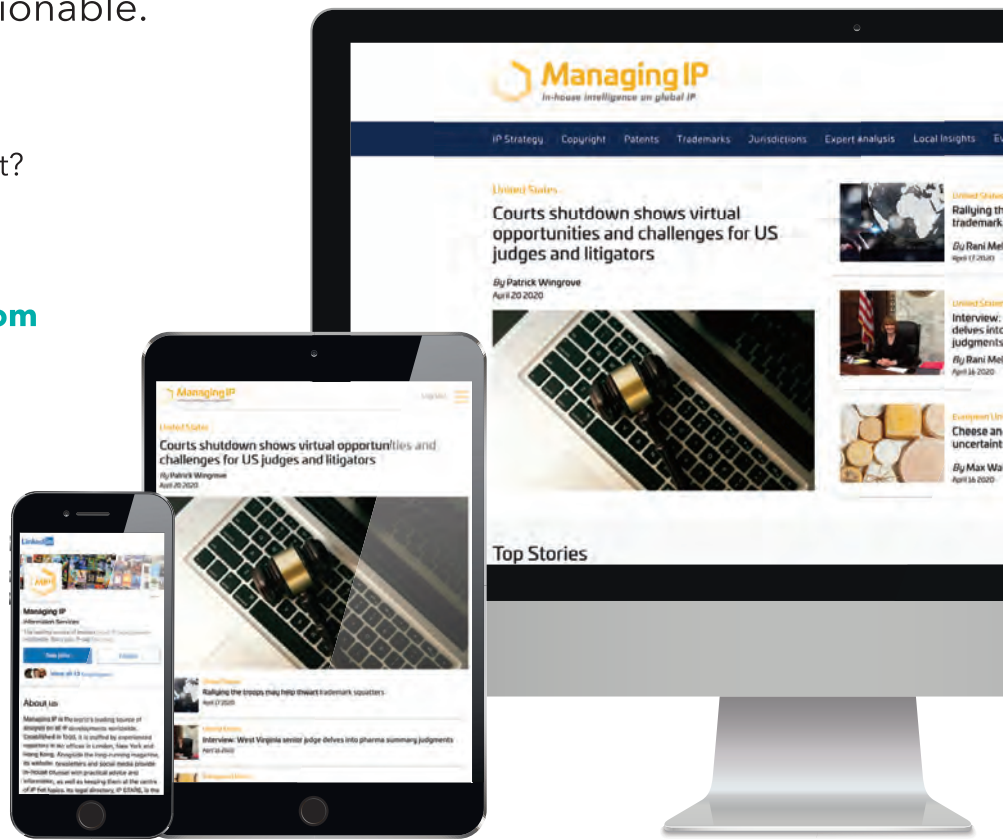


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