



NGUYEN NGOC LY

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RELATED EXPERTISE

- **Intellectual Property**
- **Business Franchise**
- **Legal Due Diligence**

BIOGRAPHY

Nguyen Ngoc Ly embarked on her legal career at BIZCONSULT LAW FIRM in 2016. Ly, a valuable Senior Associate at the firm, contributes her insights in intellectual property and business franchise law. Ly's expertise has been instrumental in guiding top Vietnamese and foreign corporations through the complexities of protecting intangible assets and expanding business models, both domestically and internationally.

Ly's experience has been instrumental in navigating a wide range of challenging cases, including:

- Advising Cellmark AB (Sweden) to defend against trademark cancellation;
- Advising on franchise issues and registration of franchise activities of Miniso Hong Kong Limited (Hong Kong);
- Advising on franchise issues and registration of franchise activities of Papa John's International, Inc. (US);
- Review and providing preliminary legal advice to GE Power Vietnam Co.,Ltd. on transfer of technology;
- Registration of trademarks and designs of Yonex Kabushiki Kaisha (Japan);
- Advising Vietnam Rubber Group on their global trademark strategy, secured registrations and renewals across Vietnam and key international markets.
- Advising Dunkin' Donuts Franchising LLC, Baskin-Robbins Franchising LLC (US) and its Franchisee to draft trademark license agreements and implement procedures for registration regarding franchise activities in Vietnam;

- Advising Joint Stock Commercial Bank for Investment & Development of Vietnam to register trademarks and copyright;
- Review and providing preliminary legal advice to Miniso Vietnam Co., Ltd. on registration of trademark license agreement in Vietnam;
- Advising on handling violation against trademarks of Ichibanya Co., Ltd. (Japan);
- Advising on handling violation against trademarks and copyright of Wyndham Corporation;
- Providing preliminary legal advice to Pet Lovers International Pte. Ltd. and Pet Lovers Centre Pte. Ltd. (Singapore) on revocation/registration of franchising activities;
- Advising Koa-Sha Media Vietnam Co., Ltd (Vietnam) on legal procedure and issues related to IPRs of mobile application;
- Advising AJE GROUP (Peru) on a comprehensive strategy to safeguard their trademark system in Asia;
- Advising Phuc Long (Vietnam) on brand protection, IPRs, and related assignment/transfer matters.
- Other clients: Reed Tradex Co., Ltd. (Thailand), Grab Company Limited (Vietnam), dm-drogerie markt GmbH + Co. KG (Germany), Vietnam Safety Products and Equipment Co., Ltd. (Vietnam), Fila Luxembourg S.à.r.L. (LU), Viet Wood., Jsc (Vietnam), Winner Medical Co., Ltd. (China), Shenzhen Breeze Technology Co., Ltd. (China), Sunshine Group., Jsc (Vietnam), Minerva., Jsc (Vietnam), Mikuni Corporation (Japan), Meiko Electronics Co., Ltd (Japan), Handic., Jsc (Vietnam), Taihan Cable Vina Co., Ltd. (Vietnam), PEB Steel Buildings Co., Ltd. (Vietnam), Hanoi Transport & Services Corporation (Vietnam), Asiareal., Jsc (Vietnam), HIDC Co., Jsc (Vietnam), CP IP Holdings Limited (Hong Kong), Thesis International Co., Ltd. (Thailand), Naky Beauty Co., Ltd. (Thailand), Auchan Holding (France), Bright Capital Advisory Pte. Ltd. (Singapore), Sakae Holdings Ltd. (Singapore), Stavian Viet Nam Holdings Co., Ltd. (Vietnam), Vietnam Research Institute of Electronics, Informatics and Automation (Vietnam), Sonvi International Co., Ltd (Vietnam), Amecc Jsc. (Vietnam), Kotra Pharma (M) Sdn. Bhd. (Malaysia), Cargill Vietnam Ltd. (Vietnam), Cgd Tech., Jsc. (Vietnam), Kogin Thai Co., Ltd. (Thailand), Snapask Hongkong Limited (Hong Kong), Acecook Vietnam (Vietnam), Redsun-ITI Corporation (Vietnam), Vietcap Securities Joint Stock Company (Vietnam), etc.

ADMISSION

- Hanoi Bar Association
- Vietnam Bar Federation

EDUCATIONS AND TRAININGS

- Bachelor of Law, Hanoi Law University
- IP Courses by Wipo Academy
- IP Law Training Courses by IPVN
- Judicial Academy, Lawyers' Skills

PUBLICATIONS AND WRITINGS

- “Vietnam: protecting intellectual property rights” for Japan Outbound Investment Guide 2024 of Asia Business Law Journal;
- “At a glance: trademark registration and use in Vietnam” published on Lexology, 27 September 2023;
- “Snapshot: trademark enforcement in Vietnam” for Lexology Panoramic, 25 September 2023;
- “Vietnam’s Virtual Hearings under new regulations: Step-by-step approaches for e-Court system”, published on Lexology, 6 May 2022.