



Trademarks in Vietnam

- Filing a trademark in Vietnam is relatively straightforward and multi-class applications are allowed.
- The application is filed with the NOIP and the professional fees for filing a trademark in one class would be less than US\$500 but the official fees depends on the number of items in the good / services. We offer discounts on a case by case basis.
- The average time taken to obtain registration of a trademark is 12 to 24 months, with the opposition period commencing on the publication date of the trademark application and expires at the date of issuance of a decision granting protection to the trademark.
- NOIP may object to a trademark application for being non-distinctive, descriptive or even for being confusingly similar to another prior trademark. Sometimes, you may face objections to your goods or services applied for.
- If you face objections (i.e. office actions or provisional refusals), then you have option of the overcoming these objections by filing a response with the NOIP. For responding to office actions or provisional refusals, we charge on a flat-fee basis rather than hourly rates. We would be happy to provide you with our preliminary assessment and quote upon request.
- The chances of success in overcoming any objections depends on the merits of each case.
- Vietnam adopts a “first to file” system so to protect your rights against potential infringers, or copycats, we recommend you file your application as quickly as possible.
- Before embarking on any trademark application, engage us conduct a trademark search on the Registry’s records to ascertain if your trademark is registrable and whether there are any confusingly similar marks that may block your trademark registration.

For assistance or to request a non-obligatory quote,
contact us at mail@ipconsultants.asia today!