



## Tuyen Thi Hong Le

### Trademark Executive

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**Office:** Hanoi, Vietnam

**Practice:** Intellectual Property

## BIOGRAPHY

Tuyen Thi Hong Le is a trademark executive responsible for all aspects of trademark registration and enforcement on behalf of Tilleke & Gibbins' clients in Vietnam. With over 10 years of experience in IP and trademark law, she handles trademark registration, opposition, cancellation, and infringement. She counsels clients on their IP rights and options, including conducting research and writing comprehensive portfolio assessments. On the enforcement side, she handles customs recordal and other anticounterfeiting actions.

Tuyen is an IP agent registered with the National Office of Intellectual Property (NOIP) of Vietnam.

## EXPERIENCE

- Appealed a provisional refusal of an International Trademark Registration of a global apparel brand. Based on our persuasive argument, the government authority withdrew the provisional refusal. The subject trademark was accepted for registration and protection in Vietnam.
- Opposed a pending trademark, which was confusingly similar to our client's famous trademark related to luxury goods. The governmental authority adopted our position and issued a refusal of the opposed mark.
- Opposed a trademark that was confusingly similar to a famous trademark of an international apparel company. The governmental authority issued a refusal of the opposed mark.
- Prevented the cancellation of our client's international trademark registration based on non-use.
- Represented a major entertainment brand owner in the cancellation of a third party's trademarks that are similar to the client's well known brand in Cambodia and in stopping the third party from using the mark for its hotel and casino services.

## EDUCATION

MBA, The Franco-Vietnamese Center of Education of Management

BE, Vietnam National University, Hanoi

## LANGUAGES

Vietnamese, English, French