
PROFILE



Partner and Head of Trademark, Vietnam
Tilleke & Gibbins, Hanoi, Vietnam

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Qualifications

LLM, Franklin Pierce Law Center

LLB, Hanoi Law University

Language

English and Vietnamese

LINH THI MAI NGUYEN

ABOUT LINH

Linh Thi Mai Nguyen is a partner and heads Tilleke & Gibbins' top-tier trademark team in Vietnam. She regularly advises owners of world-famous brands in their strategic trademark filing and portfolio management across many sectors, with particular strength in the pharmaceutical, technology, hospitality, and beverage industries. She crafts persuasive arguments to win appeals and oppositions for foreign trademark holders and assists clients with commercialising their trademarks in Vietnam through avenues such as licensing and franchising.

Linh is ranked as a leading IP attorney in Vietnam by *Chambers Asia-Pacific*, *The Legal 500*, *Managing IP*, and the *WTR 1000*, and has been recognised as one of the "Top 250 Women in IP" by *Managing IP* and one of Vietnam's "Top 100 A-List Lawyers" by *Asia Business Law Journal*.

A graduate of the Hanoi Law University, Linh was awarded a prestigious Fulbright Scholarship to obtain an LLM in the United States from the Franklin Pierce Law Center (now the University of New Hampshire School of Law). She has also served as a legal program officer with the USAID-funded STAR project, where she coordinated with government agencies to ensure that Vietnam's legal regime complied with international commitments,

Linh is a licensed IP agent and a qualified lawyer of the Hanoi Bar Association. She serves on the executive board of the Vietnam Intellectual Property Association (VIPA) and is a member of VIPA's International Cooperation Committee. She is also a member of INTA's Right of Publicity Committee.

EXPERIENCE

- Secured the successful registration in Vietnam of a globally famous mark used for household goods that had become genericised in other jurisdictions.
- Represented and advised one of the world's top luxury brands in securing one of the first registrations of a three-dimensional mark in Vietnam for its iconic packaging.
- Successfully opposed the registration of multiple trademarks that were confusingly similar to the marks of an international tobacco company.
- Represented and advised a leading U.S.-based multinational corporation in rehabilitating a trademark from becoming generic and successfully opposing a similar mark.
- Represented, advised, and managed the trademark portfolio in Vietnam of a German multinational chemical and pharmaceutical corporation.

ACCOLADES

Chambers Asia-Pacific

Intellectual Property – Band 2

- *“She is very responsive, experienced and can meet clients' expectations.”*

The Legal 500 Asia-Pacific

Intellectual Property – Next Generation Partner

- *“She provides high quality services and has in-depth knowledge on all trademark matters, including filing and prosecuting trademark applications, handling oppositions, as well as invalidation and cancellation actions.”*

Asialaw Leading Lawyers

Intellectual Property – Distinguished Practitioner