

My Doan

Senior Associate
Ho Chi Minh City

Biography

My Doan is a licensed intellectual property attorney and a qualified lawyer who has been assisting the IPMT team at Hogan Lovells since 2008.

My has over a decade of experience concentrating on a broad range of intellectual property matters, including pre-application advice, registration prosecution, post-registration maintenance and contentious IP matters, such as opposition and cancellation proceedings. She regularly helps clients resolve IP disputes, domain name disputes and unfair competition. My is also involved in all aspects of anti-counterfeiting, including pre-raid and post-raid investigations, formulation and implementation of enforcement strategies.

On the transactional and commercial side, she advises on licenses, assignments, technology transfers and handles IP due diligence in connection with merger and acquisitions. My Doan has also developed her practice to cover advertising, labelling, Internet services, e-commerce and data privacy.

Awards and rankings

- Silver - Enforcement and Litigation, *World Trademark Review 1000*, 2021
- Silver - Prosecution and Strategy, *World Trademark Review 1000*, 2021

Latest thinking and events

- Media Mention



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Languages

English
Vietnamese

Practices

Intellectual Property

Industries

Consumer
Life Sciences and Health Care
Technology and Telecoms

Areas of focus

Consumer Protection and Privacy
Data Protection

- Review videos in Vietnam: A case of copyright infringement? *Asia IP*
- Media Mention
 - New rules on enforcement come into effect in Vietnam *Asia IP*
- Hogan Lovells Publications
 - Doing business – Consumer sector
- Hogan Lovells Publications
 - Doing business in Vietnam: Consumer sector
- Insights
 - Vietnam: Changes to inspection, supervision, suspension of Customs procedure for IPR protection
- News
 - Be ready for re-filing your trademarks in Myanmar

Fashion and Luxury Brands

IP Licensing, Commercialization, and Technology Transfer

IP Rights in Transactions

Education and admissions

Education

LL.M., Ho Chi Minh City University of Law, 2009

Memberships

Member, Asian Patent Attorneys Association

Member, Vietnam Intellectual Property Association

Bar admissions and qualifications

Ho Chi Minh City
