

## 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 14 years 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.

### Latest thinking and events

- Media Mention
  - Review videos in Vietnam: A case of copyright infringement? *Asia IP*



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### Languages

English  
Vietnamese

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### Practices

Intellectual Property

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### Industries

Consumer  
Life Sciences and Health Care  
Technology & Telecoms

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### Areas of focus

Consumer Protection and Privacy

- 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

Data Protection

Fashion and Luxury Brands

IP Licensing, Commercialization,  
and Technology Transfer

IP Rights in Transactions

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## Education and admissions

### Education

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

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### Memberships

Member, Asian Patent Attorneys  
Association

Member, Vietnam Intellectual  
Property Association

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### Bar admissions and qualifications

Ho Chi Minh City

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