Preparing a trademark filing in Vietnam

For the brand owner, marketing lead and legal team. Use one copy per proposed mark. Record what the business plans to launch and what the applicant wants to protect.

01 Who will own the mark?

Proposed applicant’s full legal name

Registered address and country

If another entity uses the brand or created the artwork, who holds the rights and why?

02 Which version will customers see?

Exact wording, including accents, or artwork filename and version date for a logo

Word, logo or combination? Note colours, local-language versions and their meaning.

03 Which goods and services need protection?

Use the terms your business uses on packaging, invoices or proposals. Add class numbers if known.

Goods sold or planned in Vietnam. Identify the product and its use.

Services offered or planned in Vietnam. Describe what the customer receives.

General preparation aid. Obtain advice on the facts before making a commitment.

Decisions before filing

Use this page to brief your IP adviser before instructions go out. Keep artwork, search reports and signed documents in your company's approved files. Record their references here.

04 What could change the filing decision?

Search date, mark and goods or services searched. Which earlier rights need review?

Earlier filing, if any: country, filing date, application number and applicant

An eligible first filing can support a six-month priority claim. Ask counsel to confirm the deadline.

Priority deadline to verify, if applicable	Planned launch or packaging approval date

05 What does the filing team have?

- [ ] Applicant details and any assignment or ownership document checked.
- [ ] Final mark, artwork and goods or services list approved by the business.
- [ ] Vietnam national filing or, if eligible, Madrid designation of Vietnam discussed.
- [ ] Representative, authorised signatory and any required power of attorney confirmed.
- [ ] Earlier application, evidence and scope of any priority claim checked, if applicable.

06 What still needs a decision?

Open question or action	Person responsible	Due date

Official references **IP Viet Nam: trademarks** **WIPO: Madrid filing**