

USG Assistance on IPR-Related Issues (Part II)

Dana R.H. Doan
U.S.-Vietnam Trade Council & Education Forum

Presentation to:
U.S. Ambassador's Roundtable on IPR Issues
Hanoi, Vietnam

28 April 2005

U.S.-Vietnam Trade Council

- **Status** - Nonprofit membership organization
- **History** - Founded in 1989 under the leadership of Ambassador William H. Sullivan and Foreign Minister Nguyen Co Thach to build a new future relationship between former enemies.
- **Membership** - U.S. corporations and prominent professional firms that represent a cross-section of America's industrial and service sectors. Affiliate membership is open to non-profit organizations, including educational institutions and think tanks.
- **Mission** – USVTC's core agenda is built around 3 interdependent issues: full normalization of U.S.-Vietnam relations; the framework of policy essential to building a new economic partnership between the two nations; and assisting the establishment of links that increase bilateral trade and investment.

USVTC Education Forum

- **Status** - Educational affiliate of the USVTC
- **Mission** - To strengthen the foundation for a positive long-term relationship between the United States and Vietnam by way of educational programs in Washington, DC, Hanoi and HCMC.
 - (1) Fellowships
 - (2) Conferences
 - (3) Seminars
 - (4) Exchanges
- **Strategy** – Public and private sector collaboration.

IPR-Related Activities

- Overseas Technical Assistance Programs
 - Study Missions (USAID)
 - Training Programs (USAID)
- In-Country Technical Assistance Programs
 - IPR Reference Collection (Public-Private Partnerships)
 - IPR Seminar Series (Private Sector & Public-Private Partnerships)
 - Public Outreach Programs (Private Sector)
- IPR Resources

Overseas Technical Assistance Programs

- Study Missions
 - IPR Study Mission (March 2003)
 - IPR Enforcement Study Mission (February 2004)
- Training Programs
 - U.S. Patent & Trademark Office Visiting Scholars Program (June 2004)

USG Support: USAID funded

In-Country Technical Assistance Programs

- IPR Reference Collection
 - Purpose: A collection of more than 800 books, journals, laws and other materials on IPR to promote understanding about protection and enforcement in Vietnam.
 - Location: General Sciences Library (HCMC)
 - Target Audience: lawyers, judges, law faculty & law students, businesses and the general public

USG Support: Planning, book donations and recommendations

In-Country Technical Assistance Programs (Cont.)

- IPR Reference Collection (Cont.)

Sponsors: APL Vietnam, Asian Patent Attorneys Association, Baker & McKenzie, Breneman & Georges, International Anti-Counterfeiting Coalition, International Intellectual Property Alliance, International Intellectual Property Institute, International Trademark Association, Kate Spade New York, National Office of Intellectual Property in Vietnam, Nike Vietnam, Procter & Gamble Vietnam Ltd., The Consulate General of the U.S.A in Vietnam, The Embassy of the U.S.A. in Vietnam, U.S. Patent and Trademark Office, World Intellectual Property Organization (WIPO)

USG Support: Planning, book donations and recommendations

In-Country Technical Assistance Programs (Cont.)

- IPR Seminar Series
 - Counterpart: General Sciences Library of HCMC
 - Objective: To raise awareness on key issues relating to the protection & enforcement of IPR and to resources available in the IPR Reference Collection
 - Past topics:
 - Vietnam's Participation in International Agreements on IPR
 - Trademark Protection in Vietnam
 - Copyright Protection Issues for HCMC Librarians
 - Trademark Protection in the Courts
 - Copyright Protection in Vietnam
 - Protecting Patents in the U.S. and in Vietnam
 - Copyright Issues for Book Publishers

In-Country

Technical Assistance Programs (Cont.)

- IPR Seminar Series (Cont.)
 - Target Audience: Judges, Lawyers, Government Officials, Law Faculty, Law Students, etc.
 - Attendance: 150 to 200 participants per seminar (+1000 to date)
 - Past Speakers:
 - Vietnamese Government: Deputy Director of the Copyright Office (MOCI), Deputy Director of the HCMC Department of Science & Technology
 - Foreign Government: Judge of the Federal Court of Australia, United States Patent and Trademark Office, STAR-Vietnam
 - Companies: Nike Incorporated
 - Associations: Vietnam Centre for the Protection of Music Copyright, Business Software Alliance, Association of American Publishers
 - Law Firms: Baker & McKenzie, Doan Hoang Son Law Office, Rouse & Company International, Vision & Associates

USG Support: Identification of speakers, recommendations & participation in seminars

In-Country

Technical Assistance Programs (Cont.)

- Public Outreach - USVTC supports the Business Hotline program, which broadcasts programs on the analysis and discussion of key international issues facing Vietnam today. The program broadcasts throughout Vietnam to provide information to the business community on the rewards and challenges of global economic integration.

Past Topics:

- Creating and developing brand names
- Intellectual property rights and businesses
- How to combat fraudulent trade: a legal perspective
- Copyright protection in Vietnam

IPR Resources

- USVTC Website: www.usvtc.org
- Catalog of Legal Updates
- BTA Summary and Survey Report
- IPR Study Mission Reports
- IPR Reference Collection (General Sciences Library, HCMC)
- IPR Seminar Materials

USVTC Contact Information

- *Hanoi:*

Press Club, Suite 602
59A Ly Thai To Street
Hoan Kiem District

Tel: +84 (4) 936-1700

Fax: +84 (4) 936-1701

usvtc@usvtc.org

www.usvtc.org

- *Ho Chi Minh City:*

New World Hotel, Suite 317
76 Le Lai Street
District 1

Tel: +84 (8) 824-3651

Fax: +84 (8) 824-3716

usvtc@usvtc.org

www.usvtc.org