

MINERVAS



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TRADEMARK LAW FIRM OF THE YEAR IN VIETNAM

MINERVAS[∞] LAWYERS & IP AGENTS

Minervas was founded in 2007 by Le Quang Minh, who graduated overseas and has provided trademark services since the early 1990s, when he held a position at one of the first IP law firms in Vietnam. From day one, Minervas has embraced a culture of innovation focused on serving clients who seek investment opportunities in the region.

Among the factors that have raised Minervas's profile is its comprehensive understanding of local culture, as well as its experts' ability to listen to their clients and formulate tailored services. The firm acts as a bridge to Vietnam for foreign businesses, allowing them to integrate within the economy successfully and smoothly.

A further feature that distinguishes Minervas from its peers is its continuous goal and inherent ability in the area of innovation. It achieves this by rendering simplified solutions to clients, often through nontraditional means, enabling them to acquire IP rights, but also safeguard and enforce them from infringement effectively and efficiently. In some cases, a traditional approach would involve severely punishing infringers, as this is widely considered the most effective recourse. However, by also taking local culture and customs into consideration, Minervas is

often able to arrive at a method that can be more effective and efficient. It is this philosophy that is highly valued by the firm's clients, as it can save on both time and expenses.

Meanwhile, loyalty towards the client is another of Minervas's qualities that help guide it in avoiding conflicts of interest, placing the firm in "standby mode" to be called upon again by the same individuals with whom it shares reciprocal trust.

Each client is unique, and is incomparable to its peers in many regards. Likewise, each trademark, patent, industrial design and artistic work can be viewed as a singular piece of a larger picture when it comes to the IP rights structure of a business. Furthermore, a client's IP is just one of multiple areas of interest from a business perspective. Minervas has gained recognition for its insight when addressing client needs, as it is able to focus on a wider spectrum of factors that may be concealed beneath the visible IP rights.

In recent years, the firm has seen changes affecting society and the economy on both a local and global level, as well as changes to its own personnel. However, its strong foundations – including its deep-seated capacity to innovate and move forward – have enabled it to stand firm and emerge stronger in the eyes of its clients. Such challenges, both internal and external, will continue to arise; however, Minervas views this an opportunity to grow, to improve its capabilities and to continue to enjoy serving its clients.

It is no secret that the firm has expanded to serve additional clients from the US, Canada, the EU and Asia, many of whom are leading multinational corporations, in addition to its established client base in Vietnam.