Vietnam:

GROUP SUMMARY REPORT

Developments

1. Effective 1 April 2026, Law No. 131/2025/QH15 and implementing rules shorten substantive examination to five months, introduce a conditional three-month expedited route and reduce opposition to three months. Other changes include examination suspension, shorter response periods, post-registration agent recordal and more detailed bad-faith guidance.
2. Enforcement reforms effective 15 July 2026 expand IP Vietnam's sanctioning powers and introduce access-blocking measures against infringing websites and domain names. By 29 September, the campaign reported 244 criminal cases, including 205 under Article 226 concerning trademarks/geographical indications; approximately 5,500 administrative cases were reported for those rights.
3. Further draft amendments address administrative simplification, IP assessment services and transfer of plant variety administration to the Ministry of Science and Technology; these remain proposals.

Statistics

Year / period	New applications	Processing time*	Provisional refusals	Oppositions / observations
2025	78,842	22 months	30,229	1,776
2026 (Jan–Sep)	54,152	12.7 months	22,885	1,518

*) Specific reason for increase/decrease: full-year 2025 and nine-month 2026 totals are not directly comparable.

**) Other comments: *Processing time shortens significantly.

Cases

1. NIKE/AIR JORDAN (July 2026): seizure of 25,396 finished pairs and 31,675 pairs of uppers and soles. The reported criminal case highlights that an OEM contract does not replace authorization from the trademark owner.
2. SHANGRI-LA (22 April 2025): IP Vietnam refused a Class 43 application following the hotel group's observation based on earlier registered marks. The case highlights the value of registrations and evidence of brand recognition among Vietnamese consumers.
3. SACHI (9 October 2026): Registration No. 520506 was invalidated based on earlier design/copyright rights and the first-to-file rule; the asserted widespread reputation and bad-faith grounds were not accepted.
4. GAS THỦ ĐỨC (5 June 2026): the appellate court annulled the later registration, accepting earlier lawful trade-name use and identifying applicant-entitlement and procedural defects. Dated use evidence and trade-name clearance are critical.