

# The protection of non-traditional trademarks and establishment of protection mechanism for sound marks in Vietnam

**BUI THI HONG NINH**

Ho Chi Minh City University of Economics and Finance (UEF)

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**Abstract:**

**B**eing a member of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership 2018 (CPTPP) is considered as an opportunity for Vietnam and other countries to enter into mutual agreement relating to international trade in general and intellectual property in particular. However, this participation requires Vietnam to amend law on intellectual property to satisfy some responsibilities set out in such agreement, in which the responsibility of establishing protection mechanism for non-traditional trademarks, especially sound marks is a challenge for Vietnam. Therefore, within this paper, some issues will be discussed concerning the definition of non-traditional trademarks in general and sound mark in particular, and the protection mechanism of sound marks.

**Keywords:** *Non-traditional trademarks, sound marks, protection mechanism, intellectual property*