



# Saigon Cosmetics Corporation

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[www.saigoncosmetics.com](http://www.saigoncosmetics.com)

# Table of contents

- About SCC
- Trademarks & Industrial Designs Owned
- Intellectual Property Issues
- IP Processes
- Why Should Invest In IPRs Activities?
- SCC Case Studies
- Why?
- Proposals

# About SCC

- Name: Saigon Cosmetics Corporation
- Capital: USD 1 mil.
- Employees: 400
- Industry:
  - Manufacturing & distributing perfume, shampoo, soap, air freshener, other types of detergents
  - Importing & distributing skin care & make up products.
- ISO 9002 since 2001. Preparing to obtain ISO 9001:2000 in early 2003

# About SCC

- 1 head office
- 3 manufacturing factories
- 1 new branch (factory + office)
  - Location: Industrial Zone CatLai (Dist. 2, HCMC)
  - Total area: 17,500m<sup>2</sup>
  - Investment of USD 22 mil.
  - Will be launched in Jan 2004



# About SCC

- 2002 turnover: 9,000,000 USD
- Domestic markets: 70% turnover
- Export markets: 30% turnover
- 400 agents & wholesalers throughout Vietnam
- Export markets: China, Philippines, Russia, Cambodia, Laos, Australia, New Zealand, U.S., Angola, Myanmar, Taiwan, Thailand...



## Trademarks & Industrial Designs Owned



One of HCMC's Major Products  
Approved 2003 by HCMC People's Committee

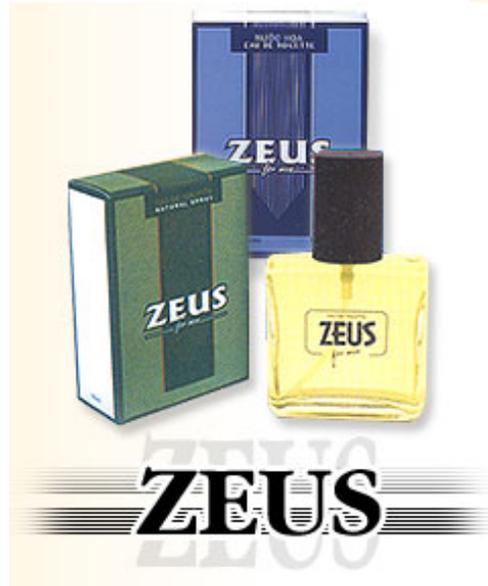
SCC

# Trademarks & Industrial Designs Owned



SCC

# Trademarks & Industrial Designs Owned



# Trademarks & Industrial Designs Owned



SCC

# Intellectual Property Issues

- Company's early awareness about importance of IP system
- Since 1991, SCC has started IP activities such as: trademark/industrial design examinations and registrations for all products before launching them to markets
- Currently possesses 200 IPRs certificates/licenses domestically
- 40 IPRs certificates/licenses in 15 foreign countries

## IP Processes

- IP procedures are done through professional and reliable legal agencies in Vietnam and foreign countries
- Total cost for IPRs services: USD 130,000 (= 15% capital)

The United States of America



CERTIFICATE OF REGISTRATION  
PRINCIPAL REGISTER

The Mark shown in this certificate has been registered in the United States Patent and Trademark Office to the named registrant.

The records of the United States Patent and Trademark Office show that an application for registration of the Mark shown in this Certificate was filed in the Office, that the application was examined and determined to be in compliance with the requirements of the law and with the regulations prescribed by the Commissioner of Patents and Trademarks, and that the Applicant is entitled to registration of the Mark under the Trademark Act of 1946, as Amended.

A copy of the Mark and pertinent data from the application are a part of this certificate.

This registration shall remain in force for TEN (10) years, unless terminated earlier as provided by law, and subject to compliance with the provisions of Section 8 of the Trademark Act of 1946, as Amended.



Bence Lehman

Commissioner of Patents and Trademarks

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

Reg. No. 2,145,110

United States Patent and Trademark Office

Registered Mar. 17, 1998

TRADEMARK  
PRINCIPAL REGISTER



SAIGON COSMETICS COMPANY (VIETNAM)  
CORPORATING  
899 TRAN HUNG GAO STREET  
HO CHI MINH CITY, VIETNAM

FOR BLEACHING PREPARATIONS AND  
CLEANING PREPARATIONS FOR LAUNDRY  
USE, PERFUMERY, AND COSMETICS,  
NAMELY, MASCARA, LIPSTICKS, EYE  
SHADOW, MAKE-UP POWDER, NAIL POLISH,  
BRIDGE, SKIN SOAPS, BODY SOAP, DEODOR-  
ANT SOAP, NON-MEDICATED HAIR OILS,

MENTS, HAIR OILS, HAIR SHAMPOOS, HAIR  
SPRAYS, SHAVE GELS, BODY LOTIONS,  
SKIN CARE CREAMS, DEODORANT FOR  
PERSONAL USE, IN CLASS 3 (U.S. CLS. 1, 4, 6,  
30, 31 AND 32).

FIRST USE 3-17-1993, IN COMMERCE  
11-5-1993.

SN 73-446296, FILED 3-4-1998.

FRISCELLA MILTON, EXAMINING ATTOR-  
NEY



Republic of the Philippines  
Intellectual Property Office



The requirements of law and regulations having been complied with, this Office issues this

## Certificate of Registration

For the MARK: SAI GON

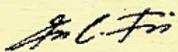
*Sai gon*

The following data apply to this registered mark:

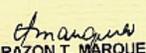
Serial No.: 103880 Registration No.: 4-1995-105407  
Filing Date: November 9, 1995 Date of Registration: March 1, 2001  
Basis of Claim for Priority: None  
Country/Application Number/Filing Date: None  
Applicant(s)/Address(es): SAI GON COSMETICS COMPANY  
1099 Tran Hung Dao, Ho Chi Minh City, Vietnam  
Assignee(s)/Address(es): None  
Goods: Perfumery, hair lotions, eye shadow, lipstick, nail paint, hair sprayer,  
mascara, face cream.  
Class(es): 3 Claim of color: None  
Disclaimer: None  
Translation or Transliteration: None  
Duration/Term: Twenty (20) years from March 1, 2001 unless sooner  
cancelled in accordance with law and regulations.

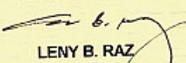
Published for opposition in the IPO Official Gazette Volume III Number 3  
which was released for circulation on January 11, 2001.

Signed at Makati City, Philippines, this JUL 05 2002.

  
EMMA C. FRANCISCO  
Director General

Attest:

  
CORAZON T. MARQUESES  
Director, AFHRDS Bureau

  
LENY B. RAZ  
Assistant Director,  
Officer-in-Charge  
Bureau of Trademarks

## Why Should Invest In IPRs Activities?

- Obtain the IP registrations for products helps:
  - Protect our ideas, trademarks, industrial designs, copyrights... from being used by other people/companies
  - Avoid violating IPRs
  - Save costs before having to pay too much money to win back your IPRs

## Difficulties in Process of IPRs Accomplishment

- Complicated and time-consuming procedures of attaining IPRs
  - Investigating & discovering IPRs infringements
  - Reporting & asking for examinations from NOIP
  - Requesting in-command organizations to solve the cases

# SCC Case Studies

- In export markets:
  - Philippines
    - Counterfeit perfume products, IPRs violations
    - For years, cases have not been taken proper legal actions
    - Disadvantages:
      - For the company:
        - » Storage costs for seized products (evidence)
        - » Costs for legal services
        - » Company's image is damaged
      - For customers
        - » Paying for bad-quality products

# SCC Case Studies

- In export markets (cont'd):
  - China
    - Imitation shampoo products
    - Industrial design was registered before company did
- In domestic markets
  - Over 10 cases of IPRs violations
  - It takes years for cases to be solved
  - Violators are not completely complied with legal charges

# Reasons

- For violators to infringe IPRs:
  - Huge profits from IPR violations (legal charge – if any - is still much less than benefit)
- For IPRs protections to be slow & ineffective:
  - Legal actions are not strong enough
  - Controlling forces are weak
  - Imperfections of legal systems
  - IP officers lack of awareness and knowledge of IP system
  - IP controlling forces are not specialized

# Proposals

- Raise awareness of importance of IP system
- Develop IP legal structures to be more comprehensive and strict
- Shorten periods of IP registrations, examinations, violation controls.
- Establishing teams specialized in IP controls.
- Increase governmental & IP related organizations support when SMEs go to fight for IPRs abroad.