

## TRAN THI HUONG

MEDIATOR

RACHEL INVESTMENT CONSULTING AND IP AGENT

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### EDUCATIONAL BACKGROUND

- Mediation skills: Centre for Effective Dispute Resolution London
- WIPO certificates in Intellectual Property, WIPO
- International Trade Lawyer Program, Judicial Academy Vietnam
- Bachelor of Economic and International Law, Hanoi Law University.

### MEMBERSHIP

- Mediator of Vietnam International Commercial Mediation Center (VICMC)

### AREAS OF PRACTICE

- Intellectual Property
- Investment
- M&A
- Sales and Services

### EXPERIENCE

- **2017- Current:** Founder, Managing Partner Rachel Investment Consulting and IP Agent
- **2015-2017:** General Counsel/ Legal Director, POPS WORLDWIDE.
- **2005 –2015:** Senior Trademark Examiner, National Office of Intellectual Property.
- **2002 – 2005:** Legal consultant, Business Support Service Limited Company (BSS).
- Huong having amassed over 17 years of professional working experience practicing, Intellectual Property, Business law (corps, contracts, investment, M&A and now currently Huong is a Founder, Managing partner of Rachel Investment Consulting and Intellectual Property Agent.
- Her style is strongly facilitative - that is acting as a guide to the Parties through the mediation process, without telling them where they should - or should not - be going. Self-determination is a central tenet of mediation and one in which

she believe very strongly. That doesn't mean she won't ask the open questions to make sure that a Party has really thought through what they want to do.

- Her approach to mediation is heavily based on relationship building. It seems to her that it is difficult for a mediator to work to best effect with people on problems affecting their lives and businesses without focussing on establishing a rapport and mutual respect. Preparation with the parties can be crucial. Patience to allow the parties to come to their conclusions as to what will work and what will not. Perseverance to ensure that all routes have been followed through before discussions are ended.

## LANGUAGE

- English
- Vietnamese