

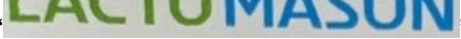
Successful Raid Against Trademark Infringement of LACTOMASON: A Significant Victory for KENFOX and Market Surveillance Team No. 1

Intellectual property (“IP”) rights are not merely a legal title, but a vital tool to safeguard corporate value - rights that only become meaningful when effectively enforced and promptly protected.

On **July 24, 2025**, a critical legal milestone was achieved in the enforcement of IP rights for **LACTOMASON CO., LTD.**, a reputable enterprise from South Korea. On this date, **KENFOX IP & Law Office**, in close coordination with **Market Surveillance Team No. 1**, successfully conducted an inspection and enforcement [action against a serious infringement](#) at the premises of **Lacto Mason Vietnam Co., Ltd.**, located at **112 Nam Van Lung, An Khanh Commune, Hanoi**.

Deliberate, Sophisticated, and Systematic Infringement of IP Rights: What Acts Were Committed by Lacto Mason Vietnam?

The conduct of Lacto Mason Vietnam Co., Ltd. went far beyond mere incidental or minor violations. It constituted a deliberate, sophisticated, and systematic strategy to infringe upon the registered trademark “LACTOMASON”, which is the lawful property of LACTOMASON CO., LTD. (South Korea).

Specifically, the infringing company actively used the sign “” (“LACTO MASON”), which is virtually identical to the original mark, on a wide range of women’s health care products such as oral supplements, vaginal suppositories, and feminine hygiene solutions. The application of product labels bearing the infringing sign directly onto the goods clearly demonstrates the intentional and proactive nature of the infringement.

The severity of the violation was further heightened by the incorporation of the infringing sign into the legal name of the company, “Lacto Mason Vietnam Co., Ltd.”, which is likely to mislead the public into believing that the entity is affiliated with or authorized by the [genuine trademark owner](#). In reality, no legal or commercial relationship exists between the two companies.

Moreover, the infringing sign was widely used across business platforms, including websites, social media pages, promotional materials, and signage, thereby disseminating the infringing mark systematically in the marketplace and embedding it in consumer perception.

Taken as a whole, the case illustrates a calculated attempt to misappropriate the commercial goodwill established by a foreign brand owner, misrepresent the origin of the products, and gravely violate Vietnam’s laws on intellectual property, particularly with respect to trademark protection.

Case Developments and Legal Strategy

Prior to the raid, the case had, at one point, appeared to reach an impasse. Despite meticulous preparation of the legal dossier, the infringing acts were carried out in a **highly sophisticated manner**. The infringer operated **primarily through e-commerce platforms**, without permitting in-store visits or direct transactions. The sales addresses were vague and untraceable, making the **investigation process highly complex and challenging**.

Nevertheless, drawing upon **extensive legal expertise, sharp enforcement acumen, and deep practical experience** accumulated through handling numerous complex intellectual property cases, the team at **KENFOX IP & Law Office** systematically overcame each obstacle. Through the implementation of **decisive and effective enforcement measures**, they played a key role in re-establishing order in the protection of intellectual property rights in the marketplace.

Pursuant to the **Petition** submitted by KENFOX IP & Law Office, **Market Surveillance Team No. 1** conducted a raid at the suspected location and discovered a substantial quantity of goods bearing the infringing mark “**LACTOMASON**,” including: **(i)** dietary supplements in tablet form; **(ii)** gynecological suppositories, and **(iii)** feminine hygiene solutions.

Outcome of the Raid

At the scene, **nearly 8,500 units of products bearing infringing signs** were officially recorded and temporarily seized for the purpose of investigation. **Market Surveillance Team No. 1** also invited the **local police force** to participate, ensuring the **objectivity and transparency** of the entire enforcement process.

This action delivers a powerful and strategic message to the international business community operating in Vietnam: **Only when intellectual property rights are proactively monitored, controlled, and consistently enforced** can a brand be meaningfully protected, not merely on paper, but throughout the **entire commercial value chain**.





Strengthening the Legal Dossier and Expanding the Scope of Enforcement

Although sufficient grounds had already been established regarding the infringing products, **KENFOX** continued to intensify the legal investigation, initiating **two additional [expert assessments by the Vietnam Intellectual Property Research Institute \(VIPRI\)](#)** concerning the following:

- The product “Coco Gel Probiotic”, which bears **confusingly similar signs** to the registered trademark;
- The use of the company name “Lacto Mason Vietnam Co., Ltd.” on transaction documents and business-related platforms.

These two expert opinions serve as **critical legal foundations** for petitioning the competent authorities to **remove the infringing elements from the company’s name**, thereby eliminating the root cause of public confusion and **safeguarding the integrity and reputation of the LACTOMASON brand**.

Conclusion

The above enforcement raid is more than a mere legal victory for the trademark owner, it serves as compelling evidence to the effectiveness of combining a **well-structured investigative strategy** with a **deterrent-focused enforcement mechanism**. This coordinated approach not only strengthened the protection of IP rights but also contributed to raising legal compliance awareness among business entities operating in Vietnam.

At the same time, this case serves as a powerful reminder to all international trademark owners: **a brand is only truly protected when the law is actively employed as a strategic tool**, not merely upheld as a set of procedural formalities. This outcome is not solely the result of legal expertise, it is also a **clear affirmation of KENFOX’s strong commitment to protecting the interests of its international clients**.

Most notably, the legal message conveyed through this case is of paramount significance to the international business community: **Intellectual property cannot be protected on paper alone, it must be enforced through timely, firm, and consistent legal action**. Without vigilance and proactivity on the part of the rights holder, a brand’s reputation can be **sophisticatedly undermined in silence**.

This result reflects not only a mastery of legal procedures and professional execution, but also embodies **KENFOX IP & Law Office’s long-standing commitment** to defending the **substantive rights of international clients in Vietnam**—through legal expertise, strategic resolve, and a steadfast mission to foster a **transparent and equitable legal environment where intellectual property is genuinely respected**.

By QUAN, Nguyen Vu | Partner, IP Attorney
PHAN, Do Thi | Special Counsel
HONG, Hoang Thi Tuyet | Senior Trademark Attorney

Contact

KENFOX IP & Law Office

Building No. 6, Lane 12/93, Chinh Kinh Street, Nhan Chinh Ward, Thanh Xuan District, Hanoi, Vietnam

Tel: +84 24 3724 5656

Email: info@kenfoxlaw.com / kenfox@kenfoxlaw.com