



## Joo Yun Kim

Partner

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Joo Yun Kim is a partner at Shin & Kim and a member of the firm's antitrust practice group.

Her main practice areas include cartels, business combinations, unfair trade practices, franchise transactions, subcontracting, terms and conditions regulations, marking and advertising, door-to-door sales and multi-level sales, and other consumer protection.

In particular, having worked at the Korea Fair Trade Commission, Ms. Kim has experience handling a number of major Fair Trade Act cases as an official and attorney at the Korea Fair Trade Commission.

## Professional Career

2012-Present	Shin & Kim LLC
2007-2012	Korea Fair Trade Commission
2007	Legal Counsel, Korean Air
2007	Judicial Research & Training Institute of the Supreme Court of Korea

### Professional Affiliations

2023-Present	Outside Director, Asia Holdings
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## Key Experience

- KFTC response in the case of abuse of market dominant position by cosmetic sellers
- KFTC response in multiple collusion cases and administrative litigation (construction company bidding collusion)

cases, military supply bidding collusion case, ice cream collusion case and shipping company freight rate collusion case)

- KFTC response in a number of unfair trade practices (pharmaceutical company rebate cases, etc.)
- KFTC response in multiple cases of unfair support
- KFTC response in and advice related to corporate group regulation
- KFTC response in a number of cases under the large-retail business law (home shopping, large retailers, H&B stores, etc.)
- KFTC response in a number of subcontracting law cases and response in dispute resolution cases
- KFTC response in multiple franchise business law cases (food and beverage franchises, education franchises, etc.)
- KFTC response in multiple fair agency transaction law cases
- KFTC response in multiple cases related to multi-level marketing under the Door-to-Door Sales Act
- KFTC response in a number of cases related to the regulation of standard terms and conditions law
- Number of compliance consulting in the field of fair trade (Fair Trade Act, Subcontracting Act, Large-Retail Business Act, Franchise Business Act, Fair Agency Transaction Act, Labeling and Advertising Act, Electronic Commerce Consumer Protection Act, Terms and Conditions Regulation Act)

## Education

2018	University of Southern California Gould School of Law (LL.M.)
1997-2004	Korea University College of Law (LL.B., 2004)

## Qualifications

2007	Admitted to bar, Korea
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## Languages

Korean, English

## Professional Accolades

- "Leading Lawyer" for Competition and Antitrust, Legal Times, 2025
- "Rising Star" for Antitrust and Competition, Legal Times, 2021 / "Leading Lawyer" for Antitrust and Competition, Legal Times, 2024

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