



Ja-Rim Choi

Partner

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Ms. Ja-Rim Choi is a partner at Shin & Kim and her main practice areas include handling litigations and consulting related to intellectual property rights, unfair competition, trade secrets, and product liability.

Ms. Choi has been engaged in various litigation and advisory activities in various intellectual property areas, including copyrights, trademarks, unfair competition, trade secrets, and licensing.

Professional Career

2013-Present Shin & Kim LLC
2011-2013 Judicial Research & Training Institute of the Supreme Court of Korea

Professional Affiliations

2025-Present Member, Governance Subcommittee, Standards Digital Transformation Forum, Korean Agency for Technology and Standards
2022-Present Advisor, Policy Study on Trademark Use Management Model, Seoul National University

Key Experience

- Represented three terrestrial broadcasters in litigation seeking re-transmission fees
- Represented client in a copyright infringement litigation involving motion picture works such as Assassination and The Face Reader
- Represented CJ CGV in performance fee litigation
- Represented domestic content producers and advised on videotaping of works and license agreements

- Advised on sports broadcasting rights contracts
- Represented Samsung SDI, POSCO, and the Ministry of Trade, Industry and Energy, in lawsuit on employee invention compensation
- Represented client in a trademark infringement litigation at the end of the license period of offshore brands
- Represented client in a trademark infringement litigation over imported counterfeit products
- Represented client in a complaint against a domestic company infringing on trade secrets
- Represented client in a litigation over tobacco and defoliants product liabilities

Education

2005-2010 Korea University College of Law (LL.B., 2010)

Qualifications

2013 Admitted to bar, Korea

Languages

Korean, English, Japanese

Professional Activities

- The Legal 500 Country Comparative Guides – Product Liability 2023: Korea Chapter (Co-authored)
- A Review on the Right to Erasure (Right to Be Forgotten) under the Korean Law (Law & Technology vol.15(4), Center for Law & Technology of SNU, 2019.7.)