SHIN&KIM



Sea Hee Bang

Partner

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Ms. Sea Hee Bang is a partner at Shin & Kim. Her main areas of work include intellectual property rights such as copyright, trademark rights, and the Unfair Competition Prevention Act, litigation and advice on product liability, national audit response, and legislative strategy advice.

Ms. Bang has successfully performed various tasks in major domestic lawsuits and consultations related to intellectual property rights such as copyright, trademark, and unfair competition prevention laws, as well as major product liability areas including domestic tobacco lawsuits. In addition, Ms. Bang has provided satisfactory results to clients by enacting and revising laws related to industries promoted by major domestic and foreign companies and public institutions, responding to state audits and special investigation committees, and providing advice on personal information protection laws.

Professional Career

2023	Advisory Counsel, Secretariat of the Korean National Assembly
2022	Secondment in LG Uplus Corp
2021	Passed New York State Bar Exam
2014-Present	Shin & Kim LLC

Key Experience

IP and Product Liability Areas

- KT&G tobacco product liability litigation

- Litigation for beverage product liability
- Legal advice in relation to liquor license, tobacco business, and matters regarding the Electrical Appliances and Consumer Products Safety Control Act and the Act on Registration and Evaluation of Chemical Substances
- Legal advice in relation to automobile recalls and other administrative dispositions
- Litigation and advisory services relating to trademarks for Kumho Industries, Asiana Airlines, Air Seoul, Hyundai Group, Bingrae, Hilton, Lady M, Pharma Research, Dawnfield, Golfzone, Lotte Rental, McMurdo, Wemakep, Tongin, Yoon Teacher, Hanwha, etc.
- Copyright infringement lawsuit in relation to imbedded links of 3 major network broadcasting companies
- OST music infringement lawsuit in relation to Bom Bom Bom, Miss Granny
- Copyright infringement lawsuit in relation to Bible translation by Korean Bible Society
- Copyright infringement lawsuit in relation to architectural design by major architect's offices in Korea
- Copyright infringement lawsuit in relation to broadcasting companies, such as EBS, PBC, MBC and KBS
- Cases seeking correction on news reports, defamation dispute cases, and press arbitration cases
- Legal advice regarding the Personal Information Protection Act and the Act on the Protection and Use of Location Information
- Legal advice and litigation involving entertainers and entertainment companies

Legislative advisory services

- Legal advice on dealing with parliamentary inspection in relation to major corporations in Korea and abroad
- Legal advice on dealing with actions by special investigation committees in relation to Korean corporations
- Legal advice on amendments to laws relating to establishment of platforms by public agencies
- Legal advice on enactment and amendments of, and possible unconstitutionality of, laws relating to projects pursued by Korean corporations and partnerships

Education

2020-2021	Columbia University Law School (LL.M.)
2011-2014	Seoul National University School of Law (J.D.)
2005-2011	Korea University College of Law (LL.B.)

Qualifications

2014	Admitted to bar, Korea

2022	Admitted to bar, New York

Languages

Korean, English

Professional Activities

- The Legal 500 Country Comparative Guides – Product Liability 2025: Korea Chapter (Co-authored)
- Chambers Global Practice Guides – Product Liability & Safety 2024: Korea Chapter (Co-authored)

Professional Accolades

- "Rising Star" for Intellectual Property, Legal Times, 2025 / "Leading Lawyer" for Intellectual Property, Legal Times, 2026

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