SHIN & KIM



Woo-Gyun Kim

Partner

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Mr. Woo-Gyun Kim is a partner at Shin & Kim, providing litigation services and legal advice mainly in the area of IP, broadcasting and telecommunication services, entertainment, metaverse/nft, generative AI, product liability, and trade secrets.

Mr. Kim represented various corporations in major lawsuits and legal disputes relating to IP such as exclusive contracts, performance contracts, investment contracts. He also built a strong reputation in the area of trade secrets, including multiple lawsuits on trade secrets. He was particularly reputed and widely acclaimed in the broadcasting and contents sector following his successful IPR infringement case related to links of broadcasted copyright works.

Mr. Kim is recognized for his expertise in Copyrights, Entertainment, Metaverse and NFT sector, and is widely sought-after for not only legal advisory services, but also lectures and commentaries and other representative activities.

Professional Career

2008-Present	Shin & Kim LLC
2006-2008	Judicial Research & Training Institute of the Supreme Court of Korea

Professional Affiliations

2026-Present	Member, Evaluation Committee, Ministry of Culture, Sports and Tourism
2025-Present	Member, Investment Review Committee, Korea Drug Development Fund
2024-2025	Member, Overseas copyright protection strategy TF, Korea Copyright Protection Agency
2023-Present	Vice President and Director, Korean Intellectual Property Lawyers Association (KIPLA)
2022-2025	Member, SBS Audience Committee
2022-Present	Full Member, Korea Entertainment Law Association

2022-Present	Full Member, Blockchain Law Society
2022-Present	Full Member, Korea Artificial Intelligence Association
2020-2022	Member, Legal Aid Group for Technology Protection of SMEs
2019-Present	Deliberation Commissioner on Policy-research Service, Presidential Council on Intellectual Property
2016-2017	Legal Advisor, MBC Newsdesk
2016-2017	Commissioned Lecturer on Copyright, Korea Copyright Commission

Key Experience

Copyrights

- Dispute over terrestrial/cable TV retransmission fees
- Copyright infringement case involving links
- Represented litigation for copyright infringement of architectural works
- Represented litigation related to webtoon copyright and co-authors
- Advised on webtoon overseas publication contract
- Advised on U.S. copyright infringement lawsuit filed by a US copyright owner against a domestic company
- Represented a plagiarism lawsuit against musical copyright works
- Represented litigation regarding usage fees for music works against KOMCA
- Advised online music service providers on settlement reserve deposits
- Advised on copyright review related to musical performances and MD products
- Represented a lawsuit on the prohibition of use of navigation database
- Advised on character licenses
- Advised on computer program copyright / software sales contract
- Advised on the preparation of copyright guidelines for lecture materials
- Advised on copyright infringement related to golf course design
- Consultation on real-time webcasting copyright issues
- Advised on reviewing copyright law issues of sign language conversion applications for the hearing impaired
- Advised on co-authorship of co-produced audio contents and ways to exercise rights
- Reviewed and advised on how to use the CC0 license and the corresponding copyright works
- Reviewed and advised on copyright agency brokerage and comprehensive agency contracts

Entertainment & Publicity Rights

- Numerous lawsuits and advised on disputes such as exclusive contracts with famous celebrities, YouTubers, creators, and influencers
- Advised on multiple contracts in the entertainment field, including directing contracts, advertising contracts, drama contracts, and appearance contracts
- Advised on performance contracts, investment contracts, sports management contracts, sports event sponsorship contracts, etc., and civil and criminal litigation representation
- Advice and litigation related to e-sports such as 'League of Legends'
- Various advisory services and litigation counsel in relation to domestic and international copyright contracts for movies and dramas
- Advised on the coverage of employment insurance for artists

Games

- Represented clients in litigation involving copyright infringement, unfair competition, and trade secret misappropriation in the gaming industry
- Advised on the legality of P2E games
- Advised on overseas launch of P2E games
- Advised on copyright infringement of game methods and game characters
- Advised on licensing and game industry law regulations related to holding domestic online competitions for iRacing games
- Advised on classification and game industry law violations

Broadcasting & Media

- Represented civil and criminal litigation against numerous copyright infringement cases against web hard and illegal link companies related to the illegal distribution of broadcasting works
- Advised on the Unfair Competition Prevention Act in connection with the selection of broadcasting program titles
- Advised on copyright of election broadcasting videos
- Represented numerous advisory and mediation procedures and litigation by the Media Arbitration Committee in relation to claims of defamation and corrective information

Metaverse / NFT / AI

- Advised on IP issues such as virtual characters (sub-characters) and virtual celebrities
- NFT production service, sales consignment consulting
- Advised on regulatory issues related to NFT sales and economic system introduction within the Metaverse platform
- Advised on reviewing IP issues related to game development through NFT of famous characters

- Advice and litigation on disputes related to the establishment of the metaverse platform
- Advised on BM patent application using NFT
- Advice and litigation on disputes related to NFT competitive minting and whitelist

Trademarks

- Multiple disputes over trademarks, including Benz, Evezary and Iceberry, KBS media and LIG
- Advised on trademark use disputes following the separation of business group affiliates
- Advised on trademark disputes between foreign companies and domestic exclusive sales licensees

Trade Secrets

- Advised on and represented clients in civil and criminal cases related to trade secret infringement of database programs
- Advised on and represented client in criminal case on infringement of trade secrets of SK Hynix
- Advised on and represented client in civil and criminal case related to trade secrets for manufacturing methods of botulinum toxin preparations
- Advised on and represented client in criminal case of infringement of trade secrets on an online platform selling luxury products
- Advised on and represented clients on numerous lawsuits related to prohibition of job transfer and confidentiality

Product Liability

- Represented a product liability lawsuit between KT&G and the Health Insurance Corporation
- Represented a lawsuit against alcohol damages between a liquor manufacturer and a consumer
- Represented a product liability lawsuit due to defects in finished cosmetics and raw materials

Education

2018	MBA course of the Federation of Korean Industries' International Management Institute
2017	Accounting/Taxation training course of the Seoul Bar Association
2014	UCLA School of Law (LL.M.)
2001	Seoul National University College of Humanities (B.A. in Korean History)

Qualifications

2008	Admitted to bar, Korea

Languages

Korean, English

Professional Activities

- Lectures on “Metaverse, Generative AI, and Virtual Humans” (Sogang University’s Graduate School of Metaverse, 2023-2024)
- Keynote speech at the International Metaverse Conference on “AI and Metaverse” (organized by the Ministry of Science and ICT, the Ministry of Culture, Sports and Tourism, and the Korea Creative Content Agency, 2023)
- Presentation at a seminar on “BM Patents and Idea Protection” (Sogang University’s Graduate School of Metaverse)
- Expert advisory meeting held by the Ministry of Science and ICT (Theme: OTT support plan, overseas copyright protection, and pay TV copyright royalties)
- Expert meeting on “How to Secure Intellectual Property Rights in International Collaborative Research” (organized by the Korea Planning & Evaluation Institute of Industrial Technology, 2023)
- Lectures monthly for Korean Intellectual Property Lawyers Association (Theme: Links and Copyrights)
- Copyright Legal Information That YouTubers Need to Know, a lecture on YouTube (Money Today)
- Copyright Issues surrounding AI-generated Contents, a lecture on YouTube (Born to Global Center)
- 2023 ‘Generative AI Trends and Copyright Issues’ Twilight Seminar Presentation (Shin & Kim LLC)
- Lecture on Copyrights in Practical Legal Competency Course for In-house Legal Officers (Shin & Kim LLC)
- Lectures in a course for improvement of practical copyright-related business skills (Korea Copyright Commission)
- In-house lectures on well-known copyright infringements (Naver)
- Lectures on “Links and Copyright Infringement” on YouTube (Born2Global)
- Attended the 2023 Policy Seminar hosted by Members of the National Assembly Jaeil Byun and Yoondeok Kim (National Assembly Members’ Hall, Topic: ‘Seeking Measures to Improve Policies and Systems to Prevent Illegal Distribution of Broadcasting and Video Materials and Protect Copyrights’)
- Participation in a policy seminar organized by the Representatives’ research organization Society for Fair Media (National Assembly Building; Subject: Exploration of Desirable Policy Options on Retransmission of Terrestrial-Broadcasting Programs Following Change of Media Market Structure)

- Participation in the Korea Society for Media Law’s debate on media policies (Press Centre; Subject: Consideration of Legislative Legitimacy of Korea Communications Commission’s Introduction of Ex Officio Adjustment)
- Numerous lectures related to metaverse and NFT (Samsung Life Insurance, Lotte Holdings, Lotte Hi-Mart, Korea Metaverse Forum, CJ Olive Networks, Bank of Korea, Korea In-house Lawyers Association, Sogang University Metaverse Graduate School Executive MBA Course, etc.)
- Lectures on intellectual property rights (trademarks) for startup companies (Sangsang Planet)
- Lectures on “the Dispute over US ITC Battery Trade Secrets” on YouTube (KIPO)
- Discussion panelist for 2020 Bench Bar Conference (organized by Seoul Central District Court and Korean Intellectual Property Lawyers Association under the theme of Effective Approaches to Trials in Business Secret Cases)
- Internal lectures on protection of trade secrets (Ilgin Group)
- Legal advice for MBC Newsdesk
- Regularly contributes the “A Stroll with Intellectual Property Rights” column (Hankyung Business)
- Lectures on corporate criminal liability risk management (Yonsei University and Gyeongsang Ilbo)

Professional Accolades

- "Leading Lawyer" for Intellectual Property, Legal Times, 2020-2026
- "Recommended Lawyer” for Dispute Resolution, Legal500, 2018
- "Recommended Lawyer” for TMT, Legal500, 2018
- "Recommended Lawyer” for Intellectual Property, Legal500, 2018

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