



Gi Hyun Jeon

Associate

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Mr. Gi Hyun Jeon is currently an associate at Shin & Kim and focuses his practice on intellectual property rights and trade secrets, information technology (IT), and technology-related litigation and advisory services.

As an associate at Shin & Kim, Mr. Jeon has applied his deep understanding of science and technology to successfully handle litigation and advise clients on patent infringement, trade secret and industrial technology infringement, matters related to computer programs and databases, and technology-related defects. Mr. Jeon has also shown outstanding performance in the field of IP and technology at Shin & Kim by handling disputes and advising on broadcasting, entertainment and copyright, design rights, and unfair competition prevention law.

Mr. Jeon graduated from Seoul National University's Department of Physics and Astronomy (majoring in physics) and Department of Electrical and Computer Engineering, and received his J.D. from Yonsei University School of Law. He passed the 53rd Patent Bar Examination and the 10th Bar Examination.

Professional Career

2021-Present Shin & Kim LLC

Key Experience

Litigation

- Represented clients in a patent dispute relating to automotive steel and manufacturing process
- Represented clients in a patent dispute concerning golf simulators

- Represented clients in a patent dispute over optical film for display
- Represented clients in a patent dispute over magnetic film for mobile phones
- Represented clients in a trade secret infringement dispute relating to semiconductor cleaning equipment
- Represented clients in a trade secret infringement dispute relating to equipment used by a telecommunications base station
- Represented clients in a trade secret infringement dispute involving ship parts
- Represented clients in a trade secret infringement dispute involving pharmaceutical clinical trials
- Represented clients in a trade secret infringement dispute involving wireless repeaters
- Represented clients in a dispute over defects in high-voltage power transmission equipment
- Represented clients in a dispute over defects in system establishment and program development
- Represented clients in a dispute over defects in vehicle engines
- Represented clients in a dispute over correction report and compensation for a broadcasting company's current affairs program
- Represented clients in a dispute over infringement of design rights and unfair competition by imitation of product forms
- Represented clients in a dispute concerning trademark infringement and unfair competition by imitation business signs
- Represented clients in various civil disputes involving technology, manufacturing and entertainment contract liability and defect liability
- Represented clients in criminal disputes involving fraud, misappropriation, embezzlement, defamation, and obstruction of business of companies, foundations, and partnerships

Advisory

- Advised on patent invalidity related to semiconductor overlay measurement equipment
- Advised on defect liability related to electric vehicle batteries
- Advised on unfair competition in new IT businesses, including issues related to big data generation, utilization, crawling, as well as AI learning
- Advised clients on their response to software license agreement analysis, breach of contract related to excessive use, audit, and damages
- Advised on non-compete, trade secret infringement, and invention related issues that result from changing jobs/hiring a person who is changing jobs
- Advised on patent and trade secret infringement and unfair competition relating to software, medical devices, automotive parts, nuclear power generation technology and components, and other technologies
- Advised on strategic technology export licenses
- Advised on terms and conditions and personal data processing policies of information and communication service providers

- Advised on trademark/design rights and unfair competition related to the piracy of similar trademarks, trade names, signs, logos, product forms, websites, etc.
- Advised on copyright and unfair competition issues relating to books and publishing rights agreements
- Advised on copyright and unfair competition in relation to images, videos, fonts, etc.
- Advised on licensing agreements with platform operators for video, games, and other types of content and countermeasures against illegal distribution of content.
- Advised on the collection and settlement of royalties for musical works for broadcast programs, internet VOD, OTT, and other media outlets
- Advised on relevant laws such as appearance contracts, exclusivity contracts, advertising contracts, transfer contracts, content production contracts, licensing contracts, and joint venture contracts in the broadcasting, entertainment, and sports sectors
- Advised on criminal matters such as cyber defamation under the Information and Communications Network Act, and other criminal matters

Education

2018-2021	Yonsei University School of Law (J.D.)
2010-2018	Seoul National University Department of Physics and Astronomy (B.S., Physics) and Department of Electrical and Computer Engineering (B.E.)

Qualifications

2021	Admitted to bar, Korea
2016	Admitted to patent bar, Korea

Languages

Korean, English