



Bong Joo Song

Partner

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Mr. Bong Joo Song is a partner at Shin & Kim and his practice focuses on product liability litigation and disputes, intellectual property (patents, utility models, trademarks, copyrights) litigation and advisory services, trade secret matters, media relations, and corporate criminal defense and litigation.

Mr. Song has taken a leading role in tobacco litigation in Korea, and has successfully handled various product cases, including product liability cases involving gas turbine explosions, air conditioner outdoor units, ESS facility fires and automobile fires, and product cases related to chemicals. He has also successfully handled various intellectual property disputes on behalf of large and small Korean companies, such as Samsung Electronics, and won the most famous copyright dispute in Korea, the case of the Great Queen Seondeok, a drama produced by Munhwa Broadcasting Corporation. Mr. Song majored in intellectual property law at Hanyang University Graduate School and the UCLA School of Law in the United States. He has lectured at various institutions such as Seoul Institute of the Arts.

Mr. Song has also been recognized for his expertise in corporate criminal matters, and he has achieved satisfactory results for his clients.

Professional Career

2010-Present	Shin & Kim LLC
2007-2010	Judge Advocate, Republic of Korea Army
2005-2007	Judicial Research & Training Institute of the Supreme Court of Korea

Key Experience

- Represented and won a tobacco lawsuit on behalf of KT&G
- Represented and won a product liability lawsuit involving a gas turbine explosion
- Represented and won a product liability lawsuit involving a golf cart fire
- Represented and won the first alcohol lawsuit filed in Korea
- Represented and won the first automobile emissions lawsuit filed in Korea
- Represented and won the first cigarette fire lawsuit seeking damages filed in Korea
- Represented client in the product liability cases involving defoliant brought by a group of Vietnam veterans (Won most of the lawsuits)
- Represented domestic and foreign automobile companies in various automobile defect cases (Won most of the lawsuits)
- Represented and won a smoking lawsuit brought by the National Health Insurance Service
- Handled a product liability lawsuit related to a condenser fire in a refrigerator (conciliation)
- Represented and won a product liability case involving a rust inhibitor (WD-40)
- Advised Company W on a recall of pressure cookers
- Advised on product liability in connection with display
- Advised on product liability in connection with ESS
- Advised on product liability for a German automotive company
- Advised Korean food and drug companies on various matters
- Represented and won a product liability lawsuit on behalf of Hyundai Heavy Industries
- Represented and won a copyright dispute over the drama the Great Queen Seondeok on behalf of Munhwa Broadcasting Corporation
- Represented and won a trademark lawsuit on behalf of Hyundai Group
- Represented Company E in a design rights dispute
- Represented and won an internet domain dispute on behalf of SK Group
- Handled a patent dispute on behalf of Samsung Electronics
- Represented and won a media lawsuit on behalf of Youngone Corporation
- Represented and won a number of cases involving celebrities, such as singer Young Tak
- Handled various copyright disputes on behalf of Sidaeinjae Academy
- Handled a broadcasting rights dispute on behalf of the Korea Ladies Professional Golf Association (KLPGA)
- Represented the Korea Professional Golfers' Association (KPGA) in bidding for broadcasting rights
- Represented and won a media lawsuit on behalf of Company K
- Represented and won a fishing rights lawsuit on behalf of Korea Rural Community Corporation
- Represented Hyundai Glovis in various logistics lawsuits
- Represented Group K in a corporate criminal case involving executives and employees (all charges were dismissed)
- Represented Company H in a corporate criminal case involving executives and employees (most charges were

acquitted)

- Represented a number of politicians in cases related to the Public Official Election Act

Education

2016	University of California Los Angeles (UCLA) School of Law (LL.M.)
2010	Hanyang University Graduate school of Law (LL.M. coursework completed)
2004	Hanyang University College of Law (LL.B.)

Qualifications

2007	Admitted to bar, Korea
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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)
- The Legal 500 Country Comparative Guides – Product Liability 2023: Korea Chapter (Co-authored)
- The Legal 500 Country Comparative Guides – Product Liability 2022: Korea Chapter (Co-authored)
- The Legal 500 Country Comparative Guides – Product Liability 2021: Korea Chapter (Co-authored)