



Jiwoo Lee

Associate

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Ms. Jiwoo Lee is an associate at Shin & Kim, mainly practicing in the areas of intellectual property.

Leveraging her expertise in artificial intelligence (AI) technology and related industries, she advises clients on a wide range of AI-related matters, including patent, copyright, and trade secret protection, as well as AI ethics and regulatory compliance.

Professional Career

2024-Present	Shin & Kim LLC
2019	LG CNS AI & Big Data Research Institute

Key Experience

Fair Trade

- Handled merger filings, including the merger of two major Korean airlines
- Represented a semiconductor company in a dispute over AI chip related technology
- Represented an IT platform company in a lawsuit regarding corrective orders and penalty imposition under the Electronic Commerce Act
- Represented a securities firm in response to the KFTC's cartel investigation
- Represented and advised a lodging platform business operator on front-end monitoring and compliance with the Act on Fair Labeling and Advertising

- Reviewed and advised on a franchise agreement under the Franchise Business Promotion Act for a platform business operator
- Conducted a legal review of unfair internal transactions and handled affiliate incorporation filings for a large business group
- Prepared briefs and handled legal proceedings for an automobile company in a damages claim lawsuit

Education

2026-Present	Yonsei University, Graduate School of Artificial Intelligence (M.S. coursework, Artificial Intelligence Computing)
2021-2024	Korea University, School of Law (J.D.)
2016-2021	Yonsei University, College of Engineering (B.S., in Computer Science), College of Commerce and Economics (BEc)

Qualifications

2024	Admitted to bar, Korea
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Languages

Korean, English

Professional Activities

- Research on regulation of unfair trade practices by AI algorithms - focusing on whether legal liability can be attributed to AI technology, Legal Studies Volume 63, No. 3, Pusan National University Institute of Law Studies, 2022