SHIN&KIM 韓国世宗律师事务所



朴哉泳

Partner

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Mr. Jae-Yong Park is a partner at Shin & Kim, admitted in Korea as both an attorney and a patent attorney, and a foreign legal consultant (外国法律顾问) registered with the Ministry of Justice of the People's Republic of China. He provides legal services on Korea–China cross-border transactions such as joint ventures and M&A, regulatory compliance relating to personal information and data, intellectual property, and litigation in Korea and China as well as international arbitration.

Mr. Park earned his LL.M. from Peking University Law School and worked at a major PRC law firm, where he gained hands-on experience in the legal and business environments of both Korea and China. He has advised Chinese companies on their investments and business operations in Korea and represented them in litigation. Working from Beijing and Guangzhou in collaboration with local PRC lawyers, he has also supported Korean companies on contracts, disputes and dealings with regulatory authorities in China. In particular, he communicates directly in Chinese with Chinese clients and local counsel, coordinates issues arising from legal and institutional differences between Korean and Chinese parties, and advises on cross-border transactions and negotiations.

Before becoming a lawyer, Mr. Park worked in sales planning, performance management and operations policy at NAVER Corporation (then NHN), where he developed an understanding of the business structures of the internet, IT and content industries. He currently serves as an advisory member of the Ministry of Justice's Legal Advisory Group for SMEs Expanding Overseas and as an advisory member for the translation review of foreign laws (Chinese law) at the World Legal Information Center of the Ministry of Government Legislation. He also speaks at seminars hosted by KOTRA, the Personal Information Protection Commission, the Korea Internet & Security Agency (KISA) and the Korea International Trade Association, among others, on topics including China's three data laws, intellectual property and trade secret protection.

工作经历

2026-Present	Shin & Kim LLC

2024-2026	DLG Law Corporation
2021-Present	JunZeJun Law Offices(君泽君律师事务所), China
2015-2017	Ji-Woo Law Firm
2015	Pyeong-Gang Law Firm
2007-2012	NAVER Corporation

Professional Affiliations

2023-Present	Advisory Member, Legal Advisory Group for SMEs Expanding Overseas, Ministry of Justice
2023-Present	Translation Review Advisor (Chinese Law), World Legal Information Center, Ministry of Government Legislation

主要业绩

Investment

- Represented a Chinese fund and advised on legal due diligence (report filed in Chinese) and investment agreements regarding the acquisition of equity in a Korean animation planning and production company
- Advised a Chinese wind power company on legal due diligence and Korean corporate law regarding a Korea-China joint venture (JV) with a Korean enterprise
- Conducted legal due diligence on Korean subsidiaries for Chinese listed companies and others, and provided due diligence reports in Chinese
- Advised a Korean enterprise on a common stock purchase agreement (in Chinese) with a Chinese investor

Compliance & Cross-Border Advisory

- (Personal Information) Advised a Korean state-owned enterprise in China on establishing and implementing a personal information protection management system under the Chinese Personal Information Protection Law (PIPL) (including current-state due diligence, risk diagnosis, drafting of internal regulations, and training)
- (Trade Secrets) Advised the Chinese subsidiary of a Korean cosmetics ODM enterprise on building a trade secret protection system (including risk diagnosis, internal system design, drafting of legal documents, and officer and employee training)
- (Gaming) Advised Chinese gaming companies on compliance with the Game Industry Promotion Act (including the mandatory disclosure of probability-type items), Personal Information Protection Act, Act on the Regulation of Terms and Conditions, and Act on the Consumer Protection in Electronic Commerce regarding game services in Korea, as well as on privacy policies and terms and conditions of use
- (Labor Standards Act) Advised Chinese companies with subsidiaries in Korea on the Korean Labor Standards Act, including the drafting of employment contracts and rules of employment (in Chinese and Korean)

- (Annual Retainer) Provided annual legal advisory services (in Chinese) on Korean business operations for electronic cigarette and robotic vacuum cleaner manufacturers located in Shenzhen, China
- (Contracts) Advised a Korean gaming company on a publishing agreement with a Chinese gaming company
- (Contracts) Advised a Korean enterprise on a large-scale amusement ride supply agreement (in English) with a Chinese manufacturer
- (Contracts) Advised Korean airlines and educational content enterprises on purchase, cooperation, and service agreements with Chinese companies
- (Copyright) Advised a Chinese music technology company on the acquisition of music copyrights in South Korea

Dispute Resolution & Regulatory Response

- Represented a Korean automotive parts exporting enterprise in a lawsuit claiming payment and an application for property preservation against a Chinese buyer before the Qingdao Intermediate People's Court, which was concluded with the recovery of payment through a settlement
- Represented the Chinese branch of a Korean research and consulting enterprise in defending against a case of alleged illegal advertising reported to the Chinese State Administration for Market Regulation, which was concluded with a decision not to initiate a case (不予立案)
- Provided legal opinions on the governing law (Korean law) in a Hong Kong arbitration proceeding regarding a dispute for damages following a Korea-China M&A transaction
- Represented the Korean subsidiary of a Chinese robotics manufacturing enterprise in objections to provisional attachment and the lawsuit on the merits, which was concluded through mediation
- Represented a Korean electronics manufacturing company in a lawsuit claiming damages for patent infringement and trade secret misappropriation against a competitor
- Acted as criminal defense counsel in a case of copyright law violation related to publishing, represented clients in a preliminary injunction case to ban publication, and defended in investigations and criminal trials regarding embezzlement and fraud cases involving corporate officers and employees

教育背景

2017-2019	Peking University Law School (LL.M., Chinese Civil and Commercial Law)
2012-2015	Chungnam National University Law School (J.D.)
1995-1998	Korea University (B.A., Psychology)

资格

2025	Foreign Legal Consultant, China
2015	Admitted to Patent bar, Korea
2015	Admitted to bar, Korea

语言

Korean, English, Chinese

主要活动

- “A Study on Legal Issues on Personal Information Protection in Cross-border M&A in China,” LL.M. Thesis, Peking University Law School, 2019
- Regular column, “Monthly China Startup,” KIC China (2025–Present) (in Korean), including “Why Korean-style Contracts Don’t Work in China,” “Legal Obligations for Cross-border Transfers of Personal Information from China: A Korea–China Comparison,” “China’s Key AI Regulations and AI-generated Content Labeling Obligations,” “Preventing Algorithm Engineers from Joining Competitors: Non-compete Agreements in China” and “Protecting Founders’ Equity When Korean Startups in China Raise Investment”
- Chinese-language columns for law firm newsletters, including “Shareholding Thresholds for Chinese Private Equity Funds Investing in Korean Companies” (2026), “Phased Entry and Growth of Chinese Companies in Korea and Related Legal Issues” (2026), “The Difference between a Chief Privacy Officer and a Domestic Representative under Korean Law” (2026), “Key Issues in Korea’s Amended Game Industry Promotion Act: Probability Disclosure Obligations for Randomized Items” (2023) and “Key Compliance Issues for Chinese Companies Operating Online Games in Korea” (2021)
- Analyses of PRC court decisions on intellectual property, Korea Intellectual Property Protection Agency (KOIPA) (2023–2026) (in Korean)
- Expert contributions to KOTRA (Korea Trade-Investment Promotion Agency), including “Issues and Responses under the PRC Personal Information Protection Law in Korea–China M&A” (2022) and “IP Issues for Reshoring Companies Leaving China” (2022) (in Korean)

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