



JEESHIM
IP & COMPANY





Life Time Companion for the Protection of Your Valuable IP Rights

In Chinese, “知心朋友” means a good companion for a life time who understands your minds and thoughts. It can not be happier if we have someone like “知心朋友” in the saying. People in Jeeshim IP & Company pursue and dream to be your own “知心朋友” becoming your life time partner in the field of intellectual property rights.

Jeeshim IP & Company provides not only the solutions over all the legal issues concerning patent, trademark, design, and copyright, but we are the professionals who also provide IP total solutions covering from the consulting for strategic management generating cash flows by utilizing intellectual property rights to financial services in relation with.

*Jee Shim Boong Woo is the way to pronounce the corresponding Chinese characters in Korean.

JEESHIM IP – Services

IP Right Procurement

Jeeshim has extensive knowledge and experience providing a full range of services for the procurement of IP rights (patents, utility models, designs, and trademarks) representing both domestic and international clients before the Korean Intellectual Property Office. In order to provide customized legal supports best serving for each client's needs, the way we prepare patent applications is thoroughly based on our clients' objectives, commercial value of the invention, target markets, and growth potential of the involved technology.

Enforcement of IP Right

Jeeshim also has profound understanding and experience in protecting the rights of our clients in litigation, arbitration and enforcement in patent, trademark, design, unfair competition and trade secret matters. Our members in the patent area have managed litigations involving a wide variety of technologies and industries enabling us to offer our clients valuable experience and insight accumulated from the prior regular dealings with litigation and enforcement matters. In addition, we also have the corresponding level of expertise in trademark, design, unfair competition and trade secret litigation with a wide-ranging in its scope.

IP Management Consulting

Jeeshim well recognizes the importance of strategic advices enabling our clients to use and license of their IP portfolios in the best possible ways. Our members have vast professional experience and know-how in negotiating licensing and joint venture or M&A aimed at obtaining technologies and IP right. In addition, our expertise is not limited to technology licensing only but also covers all the other areas of IP including trademark field as well as all the consulting services necessary for drawing and commercializing any aspects of IP right.

JEESHIM IP – Services

Searches and Evaluations

In all areas of IP rights, Jeeshim conducts availability searches to advise clients on potential patents, designs and marks prior to adoption and use. Also, we offer a related evaluation and appraisal service on possibility of invalidating existing IP right. In addition, we further provide corresponding appraisal service for evaluating infringement of the IP right by our patent attorneys specialized in IP litigations so as to minimize infringement risks and maximize registration chances.

Brand Naming Service

Original and creative brand names are difficult to come across. Even tougher is getting a perfect name matching to the right character representing your newly created business. Jeeshim offers and provides professional services in creative and original brand name development - be it for a consumer product, a new business entity, an internet startup or a domain name for your personal blog. We will be your finest resource to assist you in brand naming your new business.

Expert Translation Service

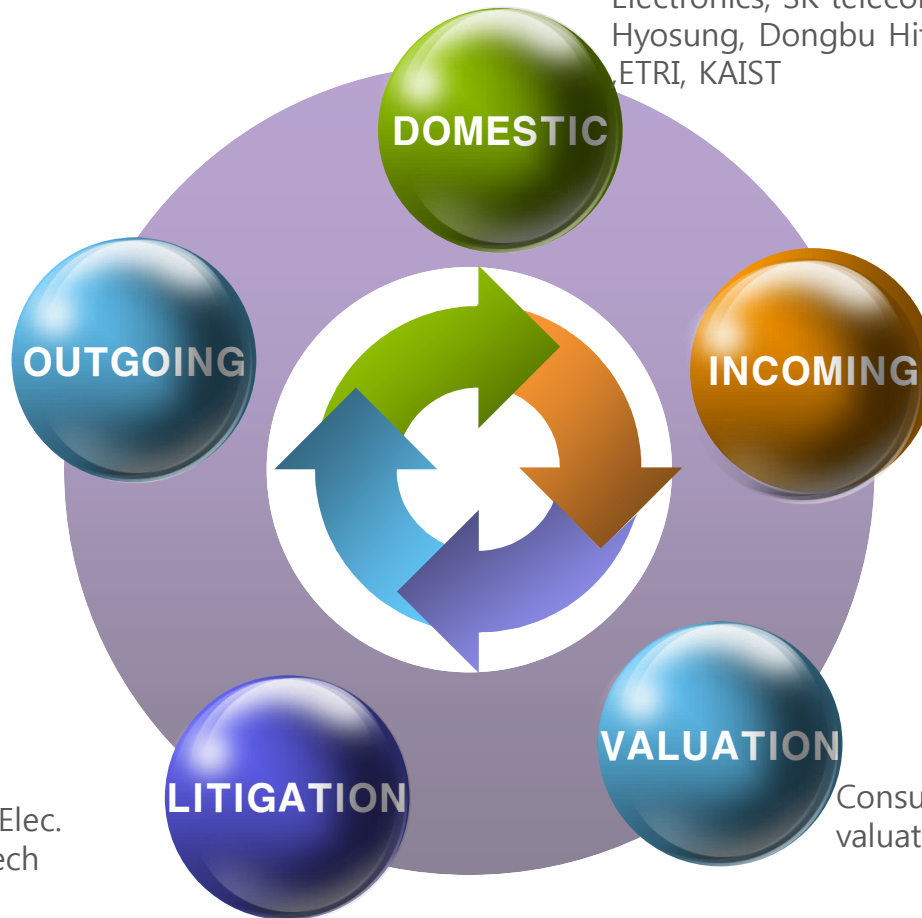
Jeeshim's translation experts can fulfill your legal, technical and business related translation needs at a competitive price. Our service guarantees a quality of the translation based on a thorough double-check for accuracy in every steps of the work process up until a final review. We can support you to communicate and grow beyond your borders.

JEESHIM IP – Ability & Experience

Unparalleled Experience

LG Electronics, Samsung (SDI, Heavy Industry), SK, Ahn Lab., Daewoo Electronics, SK telecom, Nautilus Hyosung, Dongbu Hitech, Postech ETRI, KAIST

Intel, Nokia, NXP, Kodak, E-bay, Fairchild Semiconductors, Tokyo Electron, Matsushita Electric, Hitachi, Taiyo Yuden, Futaba, and ZTE



Tyoko Electronics, Sumitomo Corporation, Hitachi Kokusai Electric Inc., Matsushita Electric Industrial Co., Ltd., Taiyo Yuden Co., Ltd. and Futaba

NHN vs Google
LG Elec. vs Daewoo Elec.
SKC vs Mirae nanotech
UBSTEC vs CMOTEC

Consulting for patent technology valuation appraisal and licensing

JEESHIM IP – Ability & Experience

Experiences in IP litigations

Infringement and invalidation analysis & trials / preliminary injunction filings before Supreme Court's, Patent Court's, and Board of Trials for patent, design patent, and on-line business

NHN v. Google (represented Google in internet commerce invalidation trial)

LG Elec. v. Daewoo Elec. (represented Daewoo in infringement trial focused on litigation strategy)

SKC v. Mirae nanotech (represented SKC in invalidation trial)

Art Box v. Kapamax (represented Art Box in design patent infringement trials claiming for both injunction and damage)

Secugen v. Union community (represented Secugen in patent infringement trial claiming for both injunction and damage)

EMW antenna v. Taeyang (represented EMW in infringement trial claiming both injunction and damage)

GS construction v. Samsung construction (represented GS for its pretrial analysis)

Nautilus Hyosung v. Diebold (represented Hyosung for its pretrial analysis)

Nautilus Hyosung v. Cyber CVS (represented Nautilus Hyosung for its pretrial analysis)

Dong-a industry v. Japan Metal Gasket (represented Dong-a for its pretrial analysis)

Daedong industry v. Guboda Japan (represented Daedong for its pretrial analysis)

Moinsys v. Postech (represent Moinsys for its pretrial analysis)

Daehan Pulp v. Yuhan Kimberly (represented Daehan for its pretrial analysis)

Korean Telecom v. Korean Airlines (represented Korean Airlines for its pre-trial analysis)

Inavi v. M&Nsoft (represented M&Nsoft for its pretrial analysis)

Bestechcom v. Nicedata (represented Bestechcom for its pretrial analysis)

CONTRIBUTION



Jeeshim sponsors and actively participates in the homeless support program ran by an NGO, called "Street Angles." Street Angles helps the homeless people in various aspects including foods, medical cares, and financial supports to recover themselves from the life of the street.

Jeeshim also sponsors and actively participates in the activities ran by the NGOs supporting disadvantaged children including self-supporting children under broken family. Those activities through the NGOs assist and support those children to have an opportunity of dreaming for a brighter future.

PROFESSIONALS



Mr. Sungwon Ryu

Managing Partner
Korean Patent Attorney
Certified Valuation Analyst

Education:

Hansung Science High School, Seoul, Korea (1995)
Seoul National University, Seoul, Korea (2003)
B.S., Earth and Environmental Science
Beijing Language and Culture University, Beijing, China (2009)

Professional Qualification:

Korean Patent Attorney (41st exam held in 2004)
Certified Valuation Analyst (exam held in 2005)

Professional Experience:

Managing Partner of Jeeshim IP & Company (May 2010 ~ Current)
FirstLaw Patent Law Office (2005 ~ 2010)
China Beijing Mingsure patent law firm (2008 ~ 2009)
IP expert program over computer software completion certificate (Nov. 2007)
Youme patent law office (2005)
Kwanggeto patent law office (2004)

Membership:

Korean Patent Attorney Association / Asian Patent Attorney Association/ Korean Certified Valuation Analyst

Publication:

Research for Constructing Advanced Traffic Control System (2003)
Research for Patentable Subject Matters under US Patent Law Focused on Business Method Patents (2006)
Chinese Patent Law Focused on its Theory and Outgoing Practice Guide (2010)

Language:

English / Chinese / Japanese

PROFESSIONALS



Mr. Kyoungyong Bae

Managing Partner
Korean Patent Attorney
Certified M&A Dealer

Education:

Kwangsung High School, Seoul, Korea (1997)
Seoul National University, Seoul, Korea (2005)
B.S., Electrical Engineering
Seoul National University, Seoul, Korea (2008)
M.B.A., Graduate School of Business

Professional Qualification:

Korean Patent Attorney Exam (42nd exam held in 2005)
Certified M&A Dealer (exam held in 2007)

Professional Experience:

Managing Partner of Jeeshim IP & Company (May 2010 ~ Current)
KBK Patent Office (2009 ~2010)
FirstLaw Patent Law Office (2006 ~ 2008)
Y.P.Lee, Mock & Partners (2005)

Membership:

Korean Patent Attorney Association / Asian Patent Attorney Association/ Member of Korea
M&A Investment Association

Publication:

Research for discovery of senior use products related core technology with high
commercialization potential
Research over piezo vibration utilizing divisional element method

Language:

English, Japanese

PROFESSIONALS



Ms. Sojeong Jeon

Partner
Korean Patent Attorney

Education:

Daewon Foreign Language High School, Seoul, Korea (1998) Chinese Major
Yeonsei University, Seoul, Korea (2005)
B.S., Biology
Beijing Language and Culture University (2009)

Professional Qualification:

Korean Patent Attorney Exam (40th exam held in 2003)
Chinese Level Test (HSK) – advanced level scored

Professional Experience:

Partner of Jeeshim IP & Company (May 2010 ~ Current)
Representative of China Beijing Mingsure IP Desk of Korea (2009)
China Beijing Mingsure patent law firm (2008 ~ 2009)
Youme Patent Office Trademark Team (2008)
Youme patent law office (2005)
Unis Patent Office Chemistry & Trademark Teams (2005)

Membership:

Korean Patent Attorney Association

Language:

English, Chinese

PROFESSIONALS



Mr. Su-jin Kim

Korean Patent Attorney

Education:

Seoul National University, Korea (2011)
B.S., Physics

Professional Qualification:

Korea Patent Attorney Exam (47th held in 2010)

Professional Experience:

Jeeshim IP & Company (May 2014 ~ Current)
Park, Kim & Partners (2011 ~ 2014)

<Specialization>

Specializes in his practice in patent specification and claim drafting, initial prosecution in the KIPO, litigation (opposition, validity and patent infringement) matters, in particular, mobile communication terminal, display system, mechanical design, semiconductor process and optical devices related patent matters.

Language:

English, Chinese

PROFESSIONALS



Mr. Byung-uk Choi

Korean Patent Attorney

Education:

Kyunghee University, Korea (2012)
B.S., Electronic and Radio Engineering

Professional Qualification:

Korea Patent Attorney Exam (47th held in 2010)

Professional Experience:

Jeeshim IP & Company (May 2014 ~ Current)
KCL Law Firm (2012 ~ 2014)

<Specialization>

Specializes in patent specification and claim drafting, initial prosecution in the KIPO, USPTO, EPO, SIPO, litigation (opposition, validity and patent infringement) matters, in particular, mobile communication terminal, display system, UI/UX, SNS(Social Network Service) and semiconductor process related patent matters.

Publication:

Desktop 3D printer and Protection of Patentee (2012)

Language:

English, Chinese, Japanese

PROFESSIONALS

知心 IP & COMPANY Management Counsel



Dr. Kwangwoo Park

Associate Professor
College of Business
KAIST

Education :

Ph.D., University of Illinois at Urbana-Champaign, 2003(Finance)
Ph.D., University of Missouri-Columbia, 1996(Economics)

Career :

2006-present, Associate Professor, KAIST Graduate School of Finance
2005-2006, Associate Professor, KAIST Graduate School of Management
2005-present, Visiting Research Fellow, Bank of Korea
2003-present, Research Fellow, Korea Corporate Governance Service
2003-2005, Assistant Professor, College of Business Administration, Chung-Ang University
2002-2003, Irwin Research Fellow, University of Illinois at Urbana-Champaign
2001-2002, Faculty Associate, University of Illinois at Urbana-Champaign
1999-2001, Visiting Assistant Professor, University of Missouri at Columbia

Publications (patents, etc.)

"Corporate Governance, Legal System, and Stock Market Liquidity: Evidence around the World" (with K. Chung, J. Kim, and T. Sung), 2012, Asia-Pacific Journal of Financial Studies (forthcoming).

"Financial Distress, Information Asymmetry, and Syndicate Structure: Evidence from Japanese Borrowers" (with Sang W. Lee, Austin Kwag, and Donald J. Mullineaux), 2010, Finance Research Letters 7(2), 119-126, Elsevier Science, Amsterdam.

"The informational quality of implied volatility and the volatility risk premium" (with Stephen P. Ferris and Woojin Kim), 2010, Applied Economics Letters 17(5), 445-450, Taylor and Francis Journals, UK. Etc.

PROFESSIONALS



Mr. Daniel K.T Hwang

Attorney at law, Seoul, Korea

Education:

Eternal life high school, Cheon-ju, Korea(1997)
SungKyunKwan Univ., School of Law, Korea(2007)
Judicial Research & Training Institute 41th(2012)

Professional Qualification:

Korean Bar Exam(2008)

Professional Experience :

Representative of Daniel law office(2012.3.~)
Legal counsel of HENRY WAI & CO., solicitors(2012.12.~)
Legal counsel of 'Happy culture making movement' in San-Bon
Su-won prosecutor office
Seoul Dong-Bu district court, Mediator
Kotra, London, Researcher
Internship at Lee international LLP

Cooperation Partners:

England, Morgan Russell LLP
Columbia, Escallon Morales & Asociados (Bogota)
Turkey, Akkaya & Akkaya
Thailand, Norman & Gray Co., Ltd

Membership:

Seoul Bar Association

Language :

English

PROFESSIONALS

Ms. Sujin Park

Of Counsel
Korean and US Patent Attorney

Education:

Gwangju Science-High School, Gwangju, Korea(1998)
Seoul National University, Seoul, Korea(2004)
B.S., Computer Science and Engineering
Handong Global University Law School, Pohang, Korea(2008)

Professional Qualification:

Korean Patent Attorney Exam (40th exam held in 2003)
Attorney at Law(2009), State of Tennessee

Professional Experience:

Of council of Jeeshim IP & Company (May 2010~Current)
US & Korean Patent Attorney of Hershkovitz & Associates (2009)
Internship of Kom & Chang and Yulchon (2007)
21st Century Patent and Law Firm (2004~2005)

Membership:

Korean Patent Attorney Association / Tennessee Bar / US Patent Bar

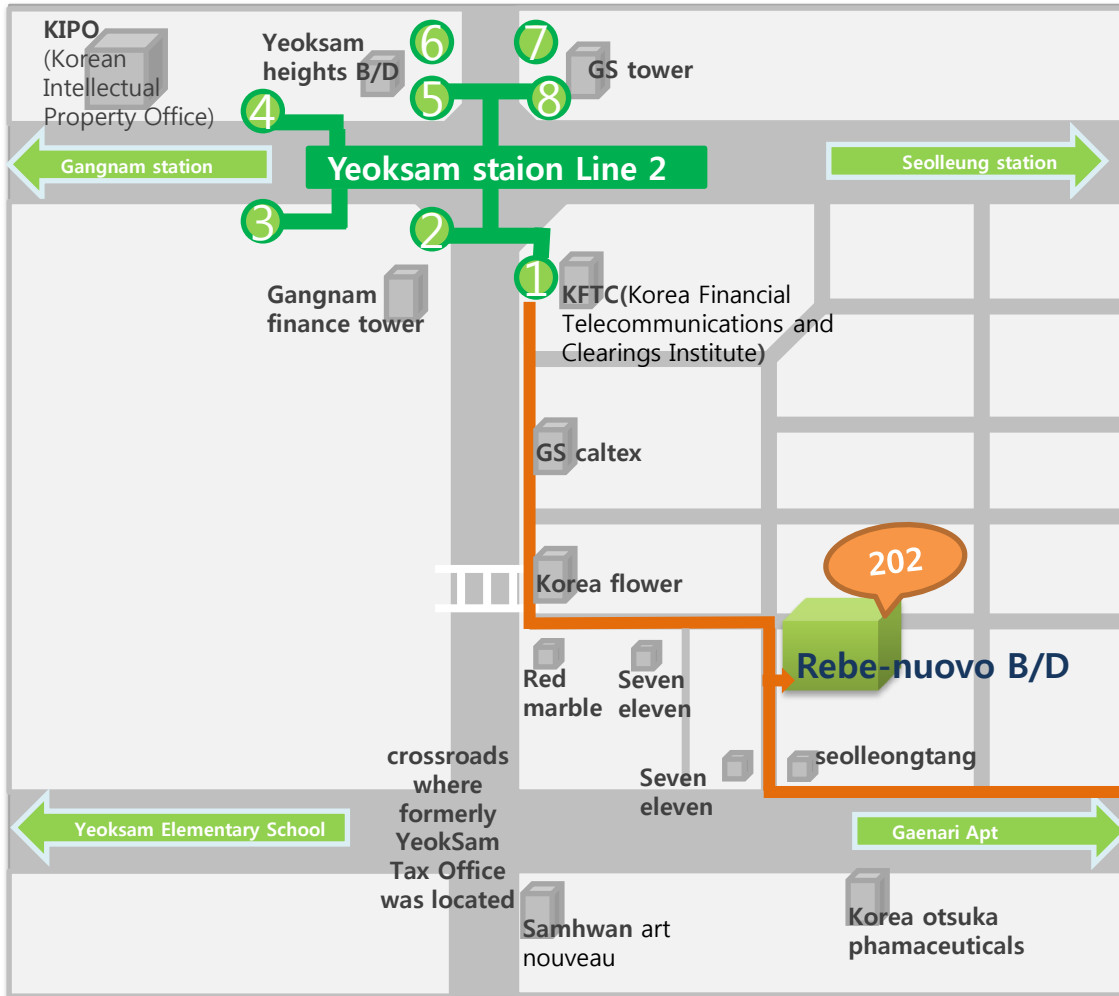
Language:


English


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 Yeoksam Station Exit 1
(Approximately 10 minutes to walk)

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1100, 1700, 2000



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