

Jiwoo JEONG

Patent Attorney

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I am a partner at Lee & Ko's IP Practice Group and a prominent patent attorney representing top multinational companies in South Korea as well as the United States, Europe, and Japan. I have handled various IP matters, including prosecution, invalidation and infringement case analysis, oppositions and invalidation/cancellation actions before the Korea Intellectual Property Office (KIPO) and Intellectual Property Trial and Appeal Board (IPTAB) as well as litigations before the Korean Patent Court and the Supreme Court in the field of trademark and design.

In particular, I was scouted by the Korean government to join IPTAB and was appointed as the first-ever female trademark administrative judge hired by a special employment system in 2017. I have handled a number of trademark trial cases as a member of the Board. Internationally, I participated in the trial benchmarking study between IPTAB and EUIPO's Board of Appeal and gave presentations on subjects such as quality management of appeals, protection of well-known trademarks, and market survey in trademark proceedings. Furthermore, I was frequently invited to give lectures to KIPO examiners, trademark administrative judges and examiners in foreign IP offices, and was selected as an outstanding lecturer among more than 1,000 lecturers by International Intellectual Property Training Institute in 2020. I also administered an intellectual property dispute education program for judges in developing countries hosted by the World Intellectual Property Organization (WIPO), the Judicial Research and Training Institute (JRTI), and KIPO.

EDUCATION

1999 M.S. in Textile Science at Seoul National University
1997 B.S. in Clothing and Textiles at Seoul National University

WORK EXPERIENCE

2021-Present Lee & Ko IP

2020-2021	Presiding Trademark Administrative Judge, Intellectual Property Trial and Appeal Board, KIPO
2017-2020	Trademark Administrative Judge, Intellectual Property Trial and Appeal Board, KIPO
2005-2017	FirstLaw P.C.
2005	Hansung Intellectual Property
2004-2005	Park & Partners

AREAS OF PRACTICE

IP Litigation	Trademark · Design	IP Strategy Consulting
IPTAB Proceedings	US · Europe (IP Prosecution)	Japan (IP Prosecution)

ADMISSIONS / ACTIVITIES

- Admitted to the Korean Patent bar: 2003
- Member of Korea Trademark & Design Association
- Member of INTA
- Member of APAA
- Member of AIPPI
- Member of IP Dispute Resolution Committee

LANGUAGES

Korean, English and Japanese

AWARDS

- Silver of Individuals: prosecution and strategy / WTR 1000 (2024)
- Silver of Individuals: prosecution and strategy / WTR 1000 (2022)
- Official commendation from the Minister of Korean Ministry of Personnel Management (2019)

PUBLICATIONS / PRESENTATIONS / ETC

- Recent Trial Cases and Strategy, Korean Trademark & Design Association (2021)
- Trademark Dispute cases, Similarity of Marks, Distinctiveness of Trademark, Appeal System, KIPO – WIPO Trademark Training Course/Summer School (2019 ~ 2021)
- Market Survey in Trademark Proceedings, Study of benchmarking of Trial and Appeal systems in IPTAB and BoA EUIPO (2021)
- Protection of Well-Known Marks, Study of benchmarking of Trial and Appeal systems in IPTAB and BoA EUIPO (2020)

- Quality Management of Appeals, Study of benchmarking of Trial and Appeal systems in IPTAB and BoA EUIPO (2019)
- Trademark Examination Prosecution: With Selected Cases Study & Trademark Trial & Appeal System and its Practice: With Selected Cases Study, WIPO-KIPO-JRTI(Judicial Research and Training Institute) Continuing Education Course on Intellectual Property Dispute Settlement Program (2019)
- Course on Trial and Appeal Cases, International Intellectual Property Training Institute (2019 ~)
- Foreign Trademark System, Education Course for New Examiners and Trial Examiners, International Intellectual Property Training Institute (2018 ~)
- KIPO Research Member of Trademark System in Foreign Countries (2021 ~)
- Member of Regulatory Reform/Active Administration Committee of KIPO