

# International Intellectual Property Law Firm of Korea



KAYULE IP LAW FIRM

Your partner in Korea



**KAYULE & Associates,**  
we wish to be a worthy name of your trust...

# In today's global markets, intellectual property is highly valuable.

It is also vulnerable.

Patents, trademarks and copyrights are the foundation of many major businesses — and critical assets in many more. How you define and protect your innovation and creativity are strategic bottom-line issues.

But in a world where piracy and counterfeiting are rampant and the temptation to violate IP rights is strong, you can never rest easy. The changes that made global markets possible and profitable also have made theft of intellectual assets lucrative and pervasive. You need to respond vigorously and globally.

At KAYULE law firm, we understand the issues as well as the stakes. We can help you identify, manage and protect your IP assets — or acquire those that provide a greater return. We can help you keep up with changing laws and border requirements — or work to improve them



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## Did You Know?

Intangible assets are being increasingly recognized as major indicators of a company's bottom line: a recent poll revealed that 70% of institutional investors want to see patents and brands on a company's balance sheet. The average company loses 25% of sales to trademark infringement and counterfeiting. Losses to US companies alone are estimated at US\$200 billion a year.

Fortune 500 companies spend between US\$2 million and US\$4 million a year, on average, to fight counterfeiting.

## Who we are:

“Reliable services for Intellectual Property. KAYULE IP Law Firm is the choice for you”

### KAYULE IP Law Firm

Intellectual property (IP), such as patents, utility models, trademarks, industrial designs, and copyrights are becoming critical components of a company's competitive advantage.

KAYULE IP Law Firm is an international IP law firm, based in Busan, Korea, dedicated to helping such companies leverage their unique ideas to their full potential. We specialize in all areas of intellectual property law including: acquiring , managing , and protecting IP; advising on licensing, franchising and other related IP and commercial law; and litigating and arbitrating IP disputes.

### What KAYULE Means

Our Firm name, KAYULE, means “嘉律(Beautiful Law)” in Korean, indicating our commitment to always protecting the possession of our clients’ legitimate benefit. We are committed to delivering expert services and insightful counsel specifically catered to the unique needs of our clients - backed by rigorous research and on-the-field know-how - within an open, responsive client-service framework. We believe in the “Beautiful Law” protecting the price of your IP right and improving your strategic position in business field, in company with KAYULE IP Law Firm.

## Here are ways we help:

We are a full-service intellectual property law firm and can assist you in all facets of intellectual property (IP):

- ◆ Acquisition of Intellectual Property: Application & Registration
- ◆ Management of Intellectual Property: Licensing & Franchising; Research & Analysis
- ◆ Protection of Intellectual Property: Litigation & Enforcement
- ◆ Counseling & Consultation
- ◆ Patents & Utility Models
- ◆ Trademarks, Designs, and Copyrights

In particular, we are experienced, capable advocates for foreign companies seeking IP rights, enforcement, and transfer (e.g., licensees) in Korea. We understand your unique set of needs and are ready to partner with you in protecting and leveraging your ideas, innovations, and brands so, ultimately, you can succeed in this lucrative, yet challenging, market



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# Attorney Profile



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Senior partner,  
Patent Attorney SeKuk Oh



## Education :

- 1997 B.S. in Mechanical Engineering, Pusan National University
- 1999 M.S. in Mechanical Engineering, Pusan National University (M.A. in Heat and fluid Engineering)
- 2002 Completion of in-service training for patent infringement Law suit  
Completion of int'l patent-license and a specialized course

Certified Korean patent attorney

1999~2000 LG Electronics Corp. Technical staff of Research and Development Division

2002~2005 KBK IP law firm

- He has dealt with LG Electronics corp. in numerous patent applications and abroad middle cases related to washing machine and air conditioner.
- He has formed patent map that is related to dual-motor and steam-tromm of strategy to exclude domestic competition company.
- He has dealt with LG Electronics corp. in PCT application and numerous overseas Office Action/ judgment case (overseas various nation patent registration about 200 application).
- He has dealt with LG Philips LCD corp. in patent applications that are related to LCD manufacture equipment (bonding device/CVD/backlights/the other LCD manufacture equipment whole) by the whole responsibility.

2005~2007 HANA int'l IP law firm

- He has represented various clients and successfully litigated numerous cases that are related patent applications, licensing, a formal objection, offering information.
- He has successfully litigated numerous lawsuits that are related to infringement action, including judgment, invalidation and cancellation at a patent court.
- He has represented 'Charm & Ci corp.' in a large scale infringement, invalidation and cancellation and won most of lawsuits referred to 'wafer plasma etching apparatus'.
- He has accomplished diagnosis project in field of a steel pipe (drawing up and analysis the Patent Map).
- A advisory patent attorney for KIEST (Korea Institute of Environmental Science & Technology)

2008~ Current KAYULE IP Law Firm

## Technical Specialization :

Mechanics (Various machinery type, home appliance machinery and tools, freezing cooperated system, heat transfer, LCD and semiconductor manufacture equipment, ship construction oceanic equipment, development and other plant equipment, metal and other material etc.)

Electric devices (electronic element/machine of communication /LCD), Internet business model (BM patent)

Trademark/service mark/design/copyright, patent dispute/judgment/lawsuit/licensing

Overseas patent application by PCT

## publications:

1999 An experimental consideration of heat transfer in a two-phase forced convection flow

2004 An consideration of a temporary application system and a treaty priority system in USA

## Affiliation

Korea Patent Attorney Association (KPAA)



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### **Associate, ByeongMo Lee**



B.S. in Chemical Engineering, Seoul National University (1994)

M.S. in Chemical engineering, Seoul National University (1998)

Certified Korean patent attorney

Worked for LG-Caltex co. technical team

Field: Semiconductor process, fuel cell, nano-material, catalyst, chemical process

### **Associate, YeoWon Yoon**



B.S. in Electronics Engineering, Pusan National University (1997)

Certified Korean patent attorney

Worked for IBM Korea (1999)

Worked for Y.P. Lee, Mock & Partner law firm (2004)

Field: Electricity/electron, storage, signal processing

**Associate, KwonSeok Kim**



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B.S. in material Engineering, Seoul National University (1996)

M.S. in material engineering, Seoul National University (1998)

Certified Korean patent attorney

Worked for Koreana IP law firm (2001)

Worked for Sollux Corp. (2004)

Fields: Semiconductor process, display process, multimedia data process, computer software engineering and network

**Associate, IlKeong Seo**



B.S. in electric wave Engineering, Yonsei University (2000)

Certified Korean patent attorney

Worked for Bae, Kim & Lee law firm, IP part patent attorney (2004)

A advisor patent attorney of BSE Corp. (current)

A advisor patent attorney of Koreatechnology Investment Corp. (current)

A advisor patent attorney of Korea Information Security Agency (current)

Field: Electron/communication, communication equipment, Internet business model (BM), computer software engineering and network

## Cooperative general attorney, ByeongJun Kim

B.S. in law, Korea University (2003)

Certified Korean attorney

The Judicial Research and Training Institute (2006)

Fields: Company, intellectual property right, finance, insurance, marine commerce

### KAYULE IP law firm provides sophisticated legal advice and services.

Whether you're seeking to sell your products or enforce your IP rights in Korea, we know the unique set of challenges you face. And even though the harmonization of international IP law is underway, the Korean IP system has its distinct, important differences that profoundly affect your business.

As your partner in Korea, we'll provide the insightful, expert counsel and prosecution you require – from establishing a strong trademark to asserting patent rights – so your overall business objectives are supported and met. This also involves fulfilling the role of a strategic business partner that can extend the value of your IP through transfer opportunities in licensing and franchising.

## Contact Address

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