



Yunjoh LEE

Attorney

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Bio

Yunjoh Lee is a senior attorney at Kim & Chang, and focuses her practice on advising clients in the life sciences, animal health, food, and cosmetics industries.

Ms. Lee has extensive experience advising multinational companies in the pharmaceutical and medical device industries. She helps major multinational companies navigate the hurdles of doing business in Korea's challenging environment, including complex regulations and active enforcement by Korean authorities. She also advises multinational companies in these industries to plan and implement acquisitions, divestitures, restructuring and realignment of their businesses in Korea. Ms. Lee also advises companies on the formation and operation of co-promotion, co-marketing, and distribution relationships and other business alliances with local partners.

Ms. Lee is particularly known for her expertise on anti-corruption compliance in the pharmaceutical and medical device industries and helps companies design and implement effective compliance programs, from policies and procedures, training, and monitoring to remedial actions, and conduct internal investigations.

She has advised companies in all three waves of the Korea Fair Trade Commission's pharmaceutical sector sweep from 2006 to 2011, which marked the beginning of aggressive enforcement in the life sciences sector, and its investigation of medical device companies from 2013 to 2014. She has also counseled clients on various investigations by the criminal and health authorities following the enactment of the "dual punishment" system in 2010 to regulate value transfers from industry to healthcare professionals and providers.

Ms. Lee often speaks at the annual Asia-Pacific Pharmaceutical and Medical Device Compliance Congress. She also lectures in Seton Hall Law School's Healthcare Compliance Certification Program for the Asia-Pacific region.

Ms. Lee graduated with high distinction from Trinity College, University of Toronto (B.A., 1995). She received her LL.B. degree from Seoul National University College of Law (1999) and her LL.M. from Harvard Law School (2011). She is admitted to the Korean and New York bars.

Experience

- Visiting Attorney, Bristol-Myers Squibb, Princeton, NJ (2011)
- Kim & Chang (2004-Present)
- Researcher, Kim & Chang (1999, 2000)

Representative Matters

- Represented pharmaceutical companies in investigations by the Korea Fair Trade Commission into alleged competition law violations relating to marketing and sales practices.
- Defended pharmaceutical companies before the Korea Fair Trade Commission and the Ministry of Food & Drug Safety on charges of illegal interactions with healthcare professionals.
- Defended pharmaceutical companies in criminal investigations into alleged illegal payments to healthcare professionals.
- Conducted due diligence investigations of potential joint venture partners and acquisition targets for pharmaceutical companies.
- Represented a major university hospital before the Korea Fair Trade Commission on charges of competition law violations.
- Conducted internal investigations into compliance violations by employees.

Representative Activities

Publications/Activities

- Chambers Global Practice Guide – Pharmaceutical Advertising: Korea chapter - Law & Practice (Co-author, Chambers and Partners, 2019)
- GCR: IP & Antitrust Know-how 2018 (Co-author, Law Business Research, 2018)

Profile

Education

- Harvard Law School (LL.M., 2011)
- Judicial Research and Training Institute of the Supreme Court of Korea (2004)
- College of Law, Seoul National University (LL.B., 1999)
- Trinity College, University of Toronto (Honours B.A., Political Science & History, 1995)

Qualifications

- Admitted to bar, Korea, 2004; New York, 2013

Languages

- Korean and English

Areas of Expertise

Health, Antitrust & Competition, Mergers & Acquisitions, Foreign Direct Investment

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