



YOON & YANG

법무법인(유) 화우



KEUN WOO LEE

/Partner

Attorney

T : +82 2 6003 7558

F : +82 2 6003 7031

E : klee@hwawoo.com

Biography

Keun Woo Lee is a partner at Yoon & Yang LLC and his main practice areas consist of intellectual property protection, privacy protection, trade secrets protection, including e-commerce and other technology, media and telecommunication areas.

For privacy-related practices, Lee has been providing legal advice since 2006 to various domestic and foreign corporations regarding privacy, including preparation, review, and revisions of documents such as personal information handling policies, internal management plan consent forms, guidelines for protecting personal information, and personal information due diligence reports. In addition, Lee has represented various clients in criminal proceedings pertaining to personal information, as well as provided education and training to chief officers in charge of protecting personal and corporate information.

For trade secret-related practices, Lee has been providing active trainings on trade secrets and industry technology protections to various organizations and individuals, including steel manufacturers, corporation expanding overseas, government institutions, and other global enterprises further detailed below. Recently, on October 24, 2017, Lee was awarded with a Minister Award from the Ministry of Trade, Industry and Energy for recognition of his work in the area of industry secret protection.

Education

- 2013 University of Southern California Gould School of Law, LL.M.
- 2006 Seoul National University Graduate School of Law
- 2002 Seoul National University College of Law, LL.B.

Experience

- 2018_present Legal director, Korea Institute of Industrial Security
- 2018_present Commentator of case law, Law Newspaper
- 2017_present Valuation appraisers, Korean Patent Attorneys Association
- 2017_present Member of Korea Information Law Society
- 2017_present Expert committee for the Korean Association for Industrial Technology Security (lecturer)
- 2016_present Instructor of lecture on online trade secret protection of Law Newspaper
- 2016_present Instructor of Trade Secrets, Korea Patent Information Service
- 2014_present Member, Patent System Committee, Korea Patent Attorneys Association
- 2012_13 Foreign Lawyer Associate, Lee, Hong, Degerman, Kang & Waimey Los Angeles
- 2011 Member, Intellectual Property Right Committee, Seoul Bar Association
- 2007_09 Member, Intellectual Property Right Committee, Korea Bar Association
- 3006_present Partner, Yoon & Yang LLC (formerly Yoon Yang Kim Shin & Yu)

Publications

1. "International Briefings," Managing Intellectual Property, October, 2013

Representative Matters

1. Privacy and Protection of Personal Information

- Provided training in the National Certified Industry Security Expert curriculum
- Provided training in the curriculum for authenticating the highest level profession in the cyber security field of national defense
- Provided training in KISA's CISO curriculum regarding protection of personal information and trade secrets (6 sessions of year)
- Drafted personal information protection guideline for HUAWEI Korea
- Provided legal advice to Hana Tour regarding personal information/privacy
- Provided legal advice to Broadsoft regarding personal information/privacy
- Provided legal advice to PVH (Calvin Klein) regarding personal information/privacy
- Provided legal advice to Chanel regarding personal information/privacy
- Provided legal advice to, and conducted due diligence for, Nestle regarding personal information/privacy
- Provided legal advice to SK Holdings Co., Ltd. regarding cloud service-related personal information/privacy
- Provided legal advice to Workday Inc. regarding personal information/privacy
- Conducted due diligence for Sanwa Money regarding personal information/privacy
- Provided legal advice to Baidoo regarding personal information/privacy
- Currently authoring the "Getting the deal through E-commerce" for Korea
- Represented Digital Daesung in a criminal proceeding relating to personal information/privacy
- Provided legal advice to FCA regarding personal information/privacy
- Provided legal advice to Nobabin regarding personal information/privacy
- Provided legal advice to BATK regarding personal information/privacy
- Provided legal advice to SK C&C regarding personal information/privacy relating to used mobile phones and delegation of work

concerning handling of personal information/privacy

- Provided training on personal information/privacy to Woori Bank
- Provided legal advice to GM regarding personal information/privacy, and provided training on personal information/privacy
- Provided legal advice to KAIT (Korea Association for ICT Promotion) regarding personal information/privacy

Provided compliance review of personal information/privacy related matters to Yahoo

- Provided legal advice to KISA

2. E-commerce

- Provided legal advice to GM regarding e-commerce matter
- Provided legal advice to Nestle regarding e-commerce matter

Practice Area

- Privacy · Information Security
- Intellectual Property
- Trade Secrets
- Media · Technology · Telecommunications
- Fourth Industry
- Fourth Industrial Revolution

Languages

Korean and English

Qualifications

2006 Korea

Awards

- 2017 Minister Commendation, Ministry of Trade, Industry and Energy (for recognition of work in the area of industry secret protection)
 - 2019 Asian-Mena Counsel 'Commended External Counsel'
-