



Sung-Yeon Cho is a patent attorney at Lee International IP & Law. Cho is responsible for matters relating to trademarks, designs, unfair competition law and domain names at the Trademark Department of the Firm.

After being admitted as a Korean Patent & Trademark Attorney in 2010, Cho has been handling a wide range of soft IP matters, particularly in relation to trademarks, for both domestic and international clients. In particular, she has built in-depth expertise and experience in protecting and strengthening clients' intellectual property rights by handling trademark portfolios while representing not only major Korean conglomerates but also many leading foreign clients (global multinational pharmaceutical/medical device companies, global multinational consumer goods companies, global luxury brands, etc.) in various prosecutions and disputes.

Sung-Yeon Cho graduated from Inha University (B.S. in Clothing & Textiles, 2006) and completed an international exchange semester at the University of Borås (Sweden) through the ASEM DUO Scholarship Program of the Ministry of Foreign Affairs. She is fluent in English and is a member of the Korean Patent Attorneys Association as well as the International Trademark Association (INTA).

Practice Area

- Trademark and design portfolios, registrations, oppositions, trials, litigations, unfair competition, and domain name disputes

Experience

- Lee International IP & Law (2025-Present)
- Central Intellectual Property & Law (2024-2025)
- NAM IP Group (2019-2023)
- External Examiner, Legal Support Program for Intellectual Property Rights, KOIPA (Korea Intellectual Property Protection Agency) (2017)
- PARK, KIM & PARTNER (2015-2018)
- Hanyang International Patent and Law Firm (2013-2014)
- YOU ME PATENT & LAW FIRM (2010-2013)

Education

- Completed the Practical Training Course on Civil Litigation for Patent Attorneys, Korean Patent Attorneys Association (2011)
- International exchange student in Clothing & Textiles under ASEM DUO Scholarship Program, University of Borås (Sweden) (2006)
- Inha University (B.S. in Clothing & Textiles, 2006)

Qualifications

- Admitted as a Korean Patent & Trademark Attorney (2010)

Membership

- Korea Patent Attorneys Association (KPAA)
- International Trademark Association (INTA)

Publications / Presentations

- Lecture on "Countermeasures against Imitative Trademark Filings in Korea," 29th IPG Seminar hosted by JETRO Seoul Office (2021)

Etc

- Languages: Korean, English

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