



Sung-yeon CHO

YEAR OF PRACTICE

- 10 Years

ADMISSIONS / AFFILIATIONS

- Admitted to Patent Bar
- KPAA (Korean Patent Attorneys Association)
- INTA (International Trademark Association)
- KOTA (Korea Trademark & Design Association)

CONTACT

- ☎ + 82-2-6714-1131
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- 🌐 Korean / English

EDUCATIONAL BACKGROUND

- Inha University, BS in Clothing & Textiles (2006)

TECHNICAL EXPERTISE

- Trademark, Design, Unfair Competition Prevention/ Trade Secret Protection, Licensing

PROFESSIONAL EXPERIENCE

- Consultation in obtaining trademark rights and trademark dispute for a global electronics company
- Consulting regarding trademark portfolio for a famous delivery service company
- Consultation in trademarks composed of a trade name for a famous automobile company's joint venture
- Oppositions and invalidation actions against trademarks imitating famous marks in the fields of fashion, health functional food, etc. (Intellectual Property Trial and Appeal Board / Patent Court)
- Non-use cancellation action against a registered alcoholic beverage trademark concerning identity of designated goods and goods in actual use (Intellectual Property Trial and Appeal Board/ Patent Court/ Supreme Court)
- Non-use cancellation action against a registered eyeglass lens trademark in which non-use was proven via witness testimony (Intellectual Property Trial and Appeal Board/ Patent Court)
- Response to invalidation action brought by a global energy drink company (IP Trial and Appeal Board/ Patent Court/ Supreme Court)
- Response in confirmation trial concerning the scope of rights for a women's shoes design (Intellectual Property Trial and Appeal Board)
- Consultation regarding famous travel carrier product counterfeits
- Domain Name Dispute Resolution for a global electronics company

OTHERS

- Boras University (SE), Clothing & Textiles (2006)
- Member of INTA (International Trademark Association)
- Member of KOTA (Korea Trademark & Design Association)
- External examiner for trademark/design at the Patent Counselling Center of the Korea Intellectual Property Protection Agency