



Hee-Won SEO

Patent Attorney

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Hee-Won Seo is a patent attorney at Lee International IP & Law, advising domestic and international clients on intellectual property matters, with a focus on trade marks, designs, copyrights, unfair competition and domain name disputes.

Ms. Seo has extensive experience in international trade mark and design registration systems and global brand protection strategies. She has represented major Korean conglomerates, including Samsung Electronics and CJ Group, in worldwide trade mark and design prosecution, portfolio management and cross-border dispute resolution. Her practice includes coordinating multi-jurisdictional filing strategies, advising on clearance and infringement risk, and handling disputes arising from brand expansion and online counterfeiting.

In addition to her advisory work, Ms. Seo serves as a mediator on the Industrial Property Dispute Mediation Committee of the Ministry of Intellectual Property. She has mediated numerous disputes involving trade mark infringement, design rights and unfair competition, enabling efficient and commercially practical resolutions. This experience allows her to offer clients cost-effective alternatives to litigation, while maintaining a strong enforcement approach when necessary.

Ms. Seo is valued for aligning legal analysis with commercial realities and for providing practical, solution-oriented advice. She is recognised for her strategic judgment and deep understanding of both Korean and international IP practice.

She received her bachelor's degree in Business Administration from Korea University in 1994. Ms. Seo is fluent in English and has professional proficiency in Japanese. She is a member of the Korean Patent Attorneys Association.

Practice Area

- Prosecution, registrations, trials, litigation and analysis related to domestic and international trademarks, designs, domain names, copyrights and unfair competition laws

Experience

- Lee International IP & Law (2025-Present)
- Lecturer, Hanbit Patent Attorney Institute (Trademark Law Cases) (2024)
- Partner, S.Y.CHA PATENT OFFICE (2022-2024)
- Mediator, Industrial Property Dispute Mediation Committee (Trademarks and Design Rights), Korean Intellectual Property Office (2021-Present)
- Appraiser in Foreign Trademark Dispute Cases, Trade Committee of the Ministry of Trade, Industry and Energy (2021)
- Trademark Team Lead, & Partner, Bae, Kim & Lee IP (2019-2022)
- Patent Attorney (Trademark and Design Department), Y. P. Lee, Mock & Partners (2001-2005, 2018)
- Partner, Yaejune Patent & Trademark Law Firm (2014-2018)
- Partner, DONG WON Patent & Law Firm (2008-2014)
- Patent Attorney, Y.S.CHANG & ASSOCIATES (2006-2008)
- Patent Attorney, JIPYONG LLC (2005-2006)
- Lecturer, Korea Intellectual Property Institute (IP-NET) (Trademark Laws) (2001)
- Member, Information System Team, Hanwha Financial (1996-1998)
- Completed software engineer course, Samsung SDS (1996)
- Member, Overseas Technology Division, Hyundai Heavy Industries (1994-1996)

Education

- Completed the Civil Litigation Practice Training for Patent Attorneys, Korean Patent Attorneys Association (2001-2002)
- Korea University (B.A., Business Administration, 1994)

Qualifications

- Admitted as a Korean Patent & Trademark Attorney (2000)

Membership

- Korea Patent Attorneys Association (KPAA)

Publications / Presentations

- International Comparative Legal Guides: Trade Marks - Korea Chapter (2026)
- Lecture on Trademark Cases, Samsung Electronics Legal Department (IP) (2021)
- Study on the Relationship of Rights under Trademark Laws for Book Titles, JIPYONG LLC (2006)
- Lecture on Brand Strategies and Trademark System for CJ Brand Practitioners (2002-2003)
- Study on the U.S. Trademark Registration Procedures from a Comparative Perspective between the Countries under the Principle of Use and the Countries under the Principle of Registration in the Trademark System, Training Paper of the Korean Patent Attorneys Association (2001)

Awards & Recognition

- The World's Leading Trademark Professionals, WTR 1000 (2026)

Etc

- Languages : Korean, English, Japanese

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