



Heon-Joo KIM

Affiliated Patent Attorney

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Heon-Joo Kim is an Affiliated Patent Attorney of Lee International IP & Law. Kim handles trademark/design-related examination, trial-related matters as well as adjudication and litigation responses.

Heon-Joo Kim is equipped with intensive knowledge and expertise in trademark, design and patent systems who worked in diverse departments of the Korean Intellectual Property Office (KIPO) handling various major policies for around 24 years from 1999 to 2022, including trademark/international trademark examination department, trademark/design judgment department, examination standards division, international cooperation division, industrial property protection team, customer cooperation division, intellectual property education division, education planning division and regulatory affairs division. Kim passed the Higher Civil Service Examination in 1997.

After graduating from Yonsei University (Political Science and International Relations, 1985), Heon-Joo Kim acquired a Master's degree in Public Administration from Yonsei University Graduate School of Public Administration (1989) and another M.A. from TRP (Town and Regional Planning) of the University of Sheffield, UK (2014).

Heon-Joo Kim is a member of the Korean Patent Attorneys Association.

Practice Area

- Trademark and service mark examination/trial
- Enactment and revision of subordinates and directives of the Madrid International Trademark Registration System; preparation of various sample notices in English; introduction of the translation system for designated products; examination/trial
- Design trial
- Trademark/design trial judgment analysis

Experience

- Affiliated Patent Attorney, Lee International IP & Law (2022~Present)
- Presiding trial judge, Intellectual Property Trial and Appeal Board 13th Division (2021~2022)
- Deputy director, regulation reform and legal affairs officer, Director General's Office for Planning and Coordination, Korean Intellectual Property Office (2021)
- Regulation reform and legal affairs officer, Director General's Office for Planning and Coordination, Korean Intellectual Property Office (2019~2021)
- Patent Judge, chief patent judge, Intellectual Property Trial and Appeal Board 3rd Division (2018~2019)
- Head of Education Planning Division, International Intellectual Property Training Institute (2015~2017)
- Patent Judge, Intellectual Property Trial and Appeal Board 11th Division (2014~2015)
- Department head, Intellectual Property Education Division, International Trademark Examination Team, Korean Intellectual Property Office (2010~2012)
- Secretary, International Cooperation Division, International Trademark Examination Team, Industrial Property Protection Team, Customer Cooperation Division, Korean Intellectual Property Office (2006~2010)
- Deputy director, Trial Administration Office, Trademark Division #4, Examination Standards Division, International Cooperation Division Korean Intellectual Property Office (1999~2006)
- Probationary officer, Central Officials Training Institute, Ministry of Government Administration and Home Affairs (1998~1999)
- Qualifications
- Admitted as a Korean Patent & Trademark Attorney (2005)
- Passed the 41st Higher Civil Service Examination (1997)

Education

- TRP (Town and Regional Planning), University of Sheffield, UK (M.A., Public Administration, 2014)
- Yonsei University Graduate School of Public Administration (M.A., Public Administration, 1989)
- Yonsei University (B.A., Political Science and International Relations, 1985)

Qualifications

- Admitted as a Korean Patent & Trademark Attorney (2005)
- Passed the 41st Higher Civil Service Examination (1997)

Membership

- Korea Patent Attorneys Association (KPAA)

Publications / Presentations

- Analysis on Trademark/Design Adjudication Cancellation Cases and Precedents, Intellectual Property Trial and Appeal Board (2021)
- Operation of the Madrid International Trademark Registration System in South Korean Trademark System, WIPO Trademark Symposium (2011)
- The Main Systems of the Madrid International Trademark Registration System, Kim & Chang, Seoul (2006)
- South Korea's Trademark Systems (distinctiveness of color trademarks and distinctiveness of single-letter and numeric trademarks), Korea-European Trademark Offices' Trademark Expert Conference (2002)

Awards & Recognition

- Award from Commissioner of the Korean Intellectual Property Office (2005)
- Award from Commissioner of the Korean Intellectual Property Office (2002)

Etc

- Languages : Korean, English

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