



So-Jung Bae is a trademark attorney who has practiced in the fields of trademark, design, domain-related dispute mediation, copyright and custom matters since 2004. Ms. Bae particularly has been involved in filing and prosecuting applications to register trademarks and handling in Inter partes matters such as trademark oppositions, revocations and invalidations. She advises on disputes involving trademark and/or design infringement, advises regarding unfair competition prevention law or violation of copyrights, and drafts appraisal statements. She also has experience handling domain disputes and custom matters.

Prior to joining Lee International IP & Law, she worked as a trademark and design attorney at Kim & Chang, Muhann Patent & Law Firm and S.Y. Cha International Patent Office.

Ms. Bae graduated from Seoul National University with a Bachelor of Science degree in clothing & textiles. She is fluent in English and has a professional working knowledge in Japanese.

Ms. Bae is a co-author of the Korea chapters of "World Trademark Review (WTR): Trade Marks" as well as "Getting the Deal Through: Trademarks."

Ms. Bae is an active member of the Korea Patent Attorneys Association (KPAA), the Asian Patent Attorneys Association (APAA) and the International Trademark Association (INTA).

Practice Area

- Filing trademark applications, trials, lawsuits and analysis on behalf of clients from the U.S., European countries and Japan
- Filing design applications, trials, lawsuits and analysis on behalf of clients from the U.S., European countries and Japan

Experience

- Lee International IP & Law (2012~Present)
- Kim & Chang (2011~2012)
- Lee International IP & Law (2007~2011)
- Muhann Patent & Law Firm (2006)
- S.Y.Cha International Patent Office (2005)

Education

- Seoul National University (B.S., Clothing & Textiles, 2002)

Qualifications

- Admitted as a Korean Patent & Trademark Attorney (2004)

Membership

- Korean Patent Attorneys Association (KPAA)
- International Trademark Association (INTA)
- Asian Patent Attorney Association (APAA)

Publications / Presentations

- The Korea chapters of "World Trademark Review (WTR): Trade Marks"
- "Getting the Deal Through: Trademarks."

Etc

- Languages : Korean, English, Japanese

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