



Ju Min YUM

Associate

TEL +82-2-6200-1646
FAX +82-2-6200-0811
E-MAIL jmyum@jipyong.com

Ms. Ju Min Yum graduated from Seoul National University School of Law in 2022. Ms. Yum is currently a member of Antitrust & Competition Group at Jipyong.

Education

2022 Seoul National University, Graduate School of Law (J.D., *cum laude*)
2019 Seoul National University (B.A. in Sociology and Political Science, German Language & Literature, *summa cum laude*)

Experience

2022-Present JIPYONG LLC

Honors and Recognitions

2025 Best Litigation Award and Special Award (Social Contribution Award) at the Eighth Korea Legal Awards

Speaking Engagements and Publications

2025	Criteria for Evaluation of the Coca-Cola Case and Greenwashing: Earth Island Institute v. Coca-Cola Case, Journal of Korea Fair Competition Federation No. 227, The Korea Fair Competition Federation
2024	Domestic and International Disputes and Trends in the Legal System Regarding Greenwashing: Focusing on Consumer Protection Issues, BFL No. 124, Seoul National University Financial Law Center
2023	Business and Human Rights Manual (Co-Author), The Korea Economic Daily

Bar Admissions & Qualifications

2022	Korea
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Languages

Korean / English / German