

Seung Soo CHOI

Partner

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Mr. Seung Soo Choi is a partner in the IT & Technology Team. He has successfully advised and represented bio/pharmaceutical/healthcare clients based on his experience of more than 20 years in the field of IP, information and telecommunications, and broadcasting and media. Furthermore, based on the expertise accumulated through serving as a legal advisor for the Ministry of Food and Drug Safety and the Health Insurance Review & Assessment Service, Mr. Choi provides high-quality services to clients in the field of bio, pharmaceutical, and healthcare.

As a legal advisor to the Ministry of Culture, Sports and Tourism, Mr. Choi provides advice on various industries including culture and arts, fine arts, music, film, cultural heritage, game, sports, tourism, and casinos. He is also well-versed in the fields of data privacy and public contracts/R&D as a legal advisor to the Korea Intelligent Information Society Agency. Furthermore, he is recognized for his expertise in anti-doping disputes and is actively engaged in this field.

Currently, Mr. Choi teaches at Chung-Ang University Law School on laws related to gambling, international entertainment, motion pictures, art, data privacy, AI, communications, and media. He also serves as: a mediator on the Korean Commercial Arbitration Board; a member of the State Contract Dispute Mediation Committee; a member of the Content Dispute Resolution Committee; a member of the Korea Copyright Commission, a member of the Korea Anti-Doping Appeals Committee, Vice President of the Korean Intellectual Property Lawyers Association, and President of the Korea Computer Game Law Association.

Education

2007	Completed Fair Trade Expert Course at Seoul National University School of Law
2004	University of Pennsylvania (LL.M.)
1989	Seoul National University (LL.B.)

Experience

2001-Present	JIPYONG LLC
2023-Present	Member, Information Disclosure Council, National Information Society Agency
2022-Present	Expert, Medical Device Consulting Council, Korean Health Industry Development
2022-Present	Member, Medical Device Committee, Korea Food & Drug Administration
2021-Present	Member, Korea Antidoping Appeals Commission
2021-Present	Expert, Health Data Deliberation Committee, Korea Health Information Service
2020-Present	Co-writer, LawnB Onju (Personal Information Protection Act)
2020-Present	Member, Committee of Preliminary Examination of Administrative Disposition, Ministry of Food and Drug Safety
2019-Present	Legal Advisor, Health Insurance Review & Assessment Service
2019-Present	Legal Advisor, Ministry of Food and Drug Safety
2018-Present	Member, Advisory Panel for Improvement of Unfair Practice at the Contents Fairness & Partnership Center under Korea Creative Content Agency
2017-Present	Advisor for Contents Business at the Global Business Consultation Center under Korea Creative Content Agency
2017-Present	International Arbitrator, KCAB INTERNATIONAL
2016-Present	Vice President, Korean Intellectual Property Lawyer Association
2016-Present	Legal Advisor, Ministry of Culture, Sports and Tourism
2016-Present	Chief Vice President, Association of Content Property for Next Generation
2016-Present	Chairman, Korea Game Law Association
2016-Present	Instructor for Copyright, Korea Copyright Commission
2015-Present	Arbitrator, Korea-EU Cultural Cooperation Committee
2014-Present	Legal Advisor, Ministry of Justice for Korean Small-and-Medium Enterprises in the Overseas
2014-Present	Member, Legal Advisory Group on International Investment and Intellectual Property Right, Ministry of Justice
2011-Present	Adjunct Professor, Law School, chung-ang University
2010-Present	Arbitrator, Korea Commercial Arbitration Board
2021	Expert Member, Medical Devices Committee, Ministry of Food and Drug Safety
2020-2024	Member, Committee on Management of Qualifying Examination for Medical Devices RA Experts, National Institute of Medical Device Safety Information
2020-2023	Member, Active Administrative Committee, Ministry of National Defense
2020-2022	Chairman, Jeju Casino Supervisory Committee
2019-2021	Legal Advisor, Songpa-gu, Seoul

2019-2021	Legal Advisor, Government Employees Pension Service
2018-2024	Member, Review Committee for Resident's Audit Request under the Ministry of Culture, Sports and Tourism
2018-2023	Auditor, Korea National Contemporary Dance Company
2018	Member, Sports Arbitration Lawyer Group for Pyeongchang Winter Olympics, Korean Bar Association
2017-2018	Member, State Contract Dispute Mediation Committee, Ministry of Strategy and Finance
2016-2022	Member, Korea Copyright Protection Agency
2016-2019	Personal Information Protection Level Examiner, National Information Society Agency
2016-2018	Adjunct Professor, Techno Business, Yonsei Graduate School of Engineering
2015-2020	Member, Content Dispute Resolution Committee
2015-2020	Advisor, Global Contents Center at Korea Creative Content Agency
2015-2018	Trial Counsel, Korean Maritime Safety Tribunal
2015-2018	Member, Large-Scale Distribution Business Dispute Mediation Council, Korea Fair Trade Mediation Agency
2014-2017	Vice Chairman, Korean Arbitrators Association
2014-2016	Chairman, IT Law Policy Sub-Committee at Korean Bar Association
2014-2016	Education Director, Korean Bar Association
2013-2015	Outside Director, Korea Music Copyright Association
2011-2018	Adjunct Professor, Law School, Hanyang University
2010-2017	Vice President, Korea Entertainment Law Society
2010-2011	Lecturer, Law School, Dongguk University
2009-2016	Lecturer, Law School, Yonsei University
2008-2016	Member, Rated reclassification Advisory Committee, Game Rating Board
2008-2010	Member, Korean Film Commission, Regulation Review Subcommittee
1996	Judicial Research and Training Institute, Supreme Court of Korea

Honors and Recognitions

2026	Trade mark star, Managing IP
2025	Commendation from the Minister of Culture, Sports and Tourism (Contribution to the development of the content industry)
2017, 2019, 2021-2026	Leading Lawyer in Intellectual Property Practice, Legal Times
2022	Honored with commendation from the Minister of Ministry of Food and Drug Safety (a person contributed to management of imported food safety)
2017, 2019, 2021-2022	Leading Lawyer in TMT Practice, Legal Times
2018. 12.	Commendation from Minister of Culture, Sports and Tourism (for contribution to development of cultural industry)

Speaking Engagements and Publications

2026	A Study on the Burden of Proof and Standard of Proof in Anti-Doping Proceedings, Chung-Ang Law Review, Vol. 28, No. 2 (June 2026), Chung-Ang Law Association
2025	"Brazilian Supreme Court Declares Platform Liability Provisions Partially Unconstitutional and Imposes a Heightened Duty of Care," Overseas Copyright Protection Trends, Korea Copyright Protection Agency (KCOPA)
2024	Problems of Appeal Procedure for Anti-Doping Sanctions and Direction of Improvement, Chung-Ang Law Vl. 26 No. 4, December 2024, Chung-Ang Law Association
2024	“2023 Music Industry Trends – Legal and Regulatory Environment”, 2024 Music Industry White Paper, Korea Creative Content Agency
2023	The Brazilian Government's Response to Illegal Copies in 2023: Response by Operation 404 and Anatel and Trends in Foreign Copyright Protection, Korea Copyright Protection Agency
2023	Can AI-Generated Content Be Registered for Copyright?, *Copyright Culture* Vol. 345, Korea Copyright Commission
2022	Overseas Copyright Protection Trends: Canadian Federal Court to Order First Dynamic Blocking of Live Sports Broadcasts!, Korea Copyright Protection Agency
2022	Introduction to revised Private International Law in the field of Intellectual Property Rights and Copyright Trends, Korea Copyright Commission
2022	History and Major Issues of Copyright Protection Deliberation System, Copyright Protection Deliberation System and Trends Vol.1 (Korea Copyright Protection Agency)
2022	Copyright Infringement Issues Concerning String Art Works (Busan High Court Decision 2017Na339 dated June 24, 2021), *Copyright Culture* Vol. 333, Korea Copyright Commission
2021	The Squid Game Plagiarism Controversy, *Copyright Culture* Vol. 327, Korea Copyright Commission
2021	Is Drawing and Selling Pokémon Characters Copyright Infringement?, *Copyright Culture* Vol. 324, Korea Copyright Commission
2021	If a character sings a song in a movie, does that infringe on the copyright of the song?, Copyrights Culture Vol. 313 (Korea Copyright Commission)
2020	International Jurisdiction for copyright infringement cases, Culture, Media and Entertainment Law Vol. 14, Issue 1 (Chung-Ang University)
2019	Developments in Legislation and Practice of Copyright Law, China-Korea IP & Competition Law Annual Report 2018 (China-Korea Market & Regulation Law Center)
2019	Is Makeup Protected by Copyright?, *Copyright Culture* Vol. 303, Korea Copyright Commission
2019	Broadening the Horizon in Copyright – Criteria of Judgment for Comprehensive Representation in Copyright Trust Management Business, C-Story, Vol. 18 (Korea Copyright Protection Agency)
2019	A Judgment on the Criteria for Assessing Originality and Substantial Similarity in Mobile Games (King.com v. Avocado), *Copyright Culture* Vol. 301, Korea Copyright Commission
2019	Does Art Merchandise Featuring Parodies of Famous Characters’ Poses Infringe Copyright?, *Copyright Culture* Vol. 297, Korea Copyright Commission
2018	New Approaches to and Limitations in Judgment on Copyright Infringement in Video Games, *Culture, Media, and Entertainment Law* Vol. 12, No. 2, Institute for Culture, Media and

Entertainment Laws, Chung-Ang University Law Research Institute

2018 Developments in Legislation and Practice of Copyright Law, China-Korea IP & Competition Law Annual Report 2017 (China-Korea Market & Regulation Law Center)

2018 The International Comparative Legal Guide to: Cybersecurity 2019 - Korea Chapter (Global Legal Group)

2018 When Multiple Writers Contribute to the Scripts for a TV Drama Series, Are They All Copyright Holders?, *Copyright Culture* Vol. 290, Korea Copyright Commission

2018 Copyright Disputes in Video Games: Legal Issues and Solutions, *Copyright Culture* Vol. 288

2018 The International Comparative Legal Guide to: Copyright 2019 - Korea Chapter (Global Legal Group)

2018 Lexology Getting the Deal Through: Data Protection & Privacy 2019 - Korea Chapter (Law Business Research)

2017 Public Art and Copyright, *Copyright Culture* Vol. 280, Korea Copyright Commission

2017 Research on Perfection of Registration System under Copyright Law against Third Party, Joint Research (Korea Music Copyright Association)

2017 The International Comparative Legal Guide to: Cybersecurity 2018 - Korea Chapter (Global Legal Group)

2017 The International Comparative Legal Guide to: Copyright 2018 - Korea Chapter (Global Legal Group)

2017 Efforts to Narrow the Gap Between Law and Reality, *Copyright Culture* Vol. 273, Korea Copyright Commission

2017 Design and Law: Practical Limitations and Improvement Plans for Design Protection (co-authored by Association of Content Property for Next Generation and Korea Design Law Society) (Chaeum Books)

2017 Rights of Database Producers under the Copyright Act with respect to Online Sites, Copyrights Culture Vol. 270 (Korea Copyright Commission)

2016 Criteria for Judgment of Infringement upon Musical Works (Supreme Court Judgment 2013Da14828 rendered on Aug. 13, 2015), Informedia Law Precedents (II), pp. 290-296 (Korea Association for Informedia Law, June. 24, 2016)

2016 Legal Issues with Music Band Names, Music Contents and Law (Music Content Law Research Society, Next Generation Content Property Society), (Chaeum Books)

2015 Copyright Issues in Spin-off Content, 「Copyrights Culture」 Vol. 255 (Korea Copyright Commission)

2015 Film Business Contract Law (Jinwonsa)

2014 Significance of Aereo Decision for Copyright (Copyright Culture)

2013 Structure and Procedure of Hollywood Movie Financing, Culture, Media and Entertainment Law (Chung-Ang University)

2013 Status and Review of the Current Legal System for Takeoff of the Popular Music Industry (Popular Music SOUND)

2012 Trend of U.S. Precedents relating to the ´Transformational Theory´ of Copyright Works, Internet Asking the Way (Korea Association for Informedia Law)

2012 Lesson from Eminem´s Royalty Case (Federation of Korean Music Performers News)

2011	Legal Issues on Music Band Names, (Vol. 15. No. 1) (Korea Association for Informedia Law)
2009	Study on legal issues and arbitrability of exclusive contract of entertainers (The Korean Association of Arbitration Studies (KAAS))
2008	Legal responsibilities over UCC video sharing website regarding its copyrights, Journal of Law Vol. 15. N0. 2. (Chosun University)
2007	Study on Plagiarism in TV Reality Show Format, Copyrights Culture vol. 156 (Korea Copyright Commission)
2007	Comparative Study on legal issues over film production contract of Korea and Japan (Korea Entertainment Law Society 1st Issue)
2006	Fair Trade Issues over so called 'Ratio', LAW & TECHNOLOGY Vol. 2. No. 5. (Center for Law & Technology, Seoul National University)
2006	Outline of Film Credits and Dispute Resolution Procedure, Human rights & Justice No.358 (Korean Bar Association)

Bar Admissions & Qualifications

1996	Korea

Languages

Korean / English / Japanese

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