



Alex Hyon CHO

YEAR OF PRACTICE

- 2001 ~ Present

EDUCATIONAL BACKGROUND

- University of California at Los Angeles, BA in History (1992)
- Southwestern University School of Law (J.D., 1995)

ADMISSIONS / AFFILIATIONS

- US Attorney at Law, California Bar (2001)
- INTA (International Trademark Association)

TECHNICAL EXPERTISE

- Trademark, design, copyright, unfair competition
- International IP litigation, licensing, etc.

PROFESSIONAL EXPERIENCE

- Handled international enforcement and litigation matters relating to trademark, copyright, design, domain name and unfair competition laws along with international trademark clearance and prosecution matters
- Advised clients on issues relating to advertising, labeling, packaging, publicity rights, franchise, license, distributorship and unfair trade practice
- Drafted and negotiated intellectual property-related agreements, such as intellectual property settlement agreements, trademark co-existence agreements, franchise agreements, license agreements and distributorship agreements
- Advised clients in relation to conducting of trademark, copyright and IP due diligence for corporate transactions
- Advised clients on online use of IP protected content and materials, including intermediary liability issues
- Obtained a registration of Famous and Well-Known Mark in Russia

CONTACT

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- Language: English/ Korean

OTHERS

- KIM & CHANG Firm, US Attorney (2006 ~ 2021)
- NAM & NAM Firm, US Attorney (2001 ~ 2006)
- INTA's Panel discussion Session titled "Regional update on Korean Trademark Laws" during the "Regional Update: China, Japan, and Korea—Revisions to Trademark Laws" (May 2015)
- INTA's Panel discussion Session titled "Regional Update: Asian Powerhouses—Buy, Buy, Buy—How Advertising Laws Impact Brand Owners in the Large Consumer Markets of Asia" (May 2016)
- Named as a leading trademark professional (World Trademark Review 1000, 2011 ~ 2020)
- Named as Leading trademark practitioner (Who's Who Legal, 2013 ~ 2020)
- Named as "Trademark Star" (Managing Intellectual Property, 2014 ~ 2021)
- Named as Leading Lawyer, Who's Who Legal: Korea, Intellectual Property (Who's Who Legal, 2021)