



# Korean Consumer Goods & Retail Newsletter

## 2024\_Vol.1

2024.04.15

Shin & Kim's Consumer Goods & Retail PG (CGR PG) offers comprehensive legal services encompassing licensing, intellectual property (IP), taxation, labor, product liability, personal information protection, fair trade, environmental regulations, and more. Our services are tailored for companies operating in various industries, including alcohol, tobacco, food, cosmetics, fashion/luxury, and daily necessities. CGR PG periodically releases newsletters every 2-3 months, highlighting significant regulatory changes and legal issues pertinent to our clients.

### Fair trade

- ▶ Stricter regulation of online dark patterns, Increased oversight of foreign online platforms

### Environment

- ▶ Increased scrutiny of Greenwashing

### IP

- ▶ Amended regulations simplify transfer of employee inventions

### Customs

- ▶ Amendment to labeling requirements for country of origin and manufacture

### Foods

- ▶ Sales of divided and repackaged health functional foods to be permitted, Pilot initiative to allow the sales of health functional foods by individuals

### Alcohol

▶ Final report on online liquor sales and related regulations in foreign countries submitted to NTS

[\[Korean version\]](#) 소비자 · 유통업 뉴스레터 2024\_Vol.1

## Key Contacts

### Anthony Chang

Senior Foreign Attorney

+82-2-316-4258

achang@shinkim.com

### Michael Chang

Senior Foreign Attorney

+82-2-316-4653

mchang@shinkim.com

### Da Yoon Shin

Senior Foreign Attorney

+82-2-316-1749

dyshin@shinkim.com

### Hye Jung Lee

Partner

+82-2-316-1719

hjelee@shinkim.com

### Jung Eun Choi

Partner

+82-2-316-1672

jechoi@shinkim.com

### Joo Yun Kim

Partner

+82-2-316-1602

jyunkim@shinkim.com

### Eesun Kwon

Partner

+82-2-316-4697

eskwon@shinkim.com