SHIN&KIM 韓国世宗律师事务所



黄智媛

Partner

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Ms. Jiwon Hwang is currently a partner at Shin & Kim. She focuses her practice on intellectual property, copyright and entertainment, media contents, licensing and franchising.

Since joining Shin & Kim in 2015, Ms. Hwang has been an active lead attorney in major cases related to copyright and media contents and has successfully represented clients in various copyright infringement lawsuits such as plagiarism, disputes over copyright royalties on behalf of broadcasting companies and contents companies, disputes over investment in film and drama production, disputes over contracts for music records and performances, disputes over broadcasting rights of domestic sports associations, and consultations on exhibitions at overseas art museums. Commissioned by the Ministry of Culture, Sports and Tourism, she developed the standard contracts for art and professional sports currently used in the industry and has also provided a significant number of legal reviews related to services using generative AI.

Ms. Hwang completed her LL.M. course at UCLA in 2022 and passed the New York State Bar Examination in the same year. She was awarded a commendation from the Minister of Culture, Sports and Tourism in 2023 for her contributions in the field of copyright and contents.

工作经历

2026-Present	Legal Advisor, Ministry of Culture, Sports and Tourism
2015-Present	Shin & Kim LLC

主要业绩

Copyright

- Response to copyright infringement lawsuit related to segmentation learning of published literary works
- Response to copyright infringement cease-and-desist letters for illegal software use
- Litigation and advisory services for store music service copyright infringement cases
- Review of licensing structures and contracts for virtual asset transaction information
- Represented iMBC, KBS Media, SBS Content Hub, and SBSi and won acquittal in a criminal case on copyright royalties
- Represented client in a copyright litigation between Golf Zone and a golf course design company
- Advised on the production of TV series prequels by a terrestrial broadcasting company
- Represented the Ministry of Culture, Sports and Tourism in a litigation case against OTT companies in relation to the regulations on the collection of royalties for copyright works
- Represented and advised client in a litigation on infringement of database rights related to data crawling of entrance examination information
- Represented client in a copyright royalty case against Korea Music Copyright Association (represented terrestrial and cable broadcasting companies, movie theaters, production companies, karaoke rooms, and OTTs)
- Represented client and won in a litigation on damage compensation for copyright infringement of film titled “Daeho”
- Represented client and won in a litigation on injunction to stop production of Chinese entertainment program titled “Star Ganglim (明星降臨)”
- Represented client in a criminal violation of copyright law case regarding the use of IR (Investor Relations) material, and client was found not guilty for all first, second and third instances
- Represented client in a constitutional decision for constitutional complaint regarding revision of “commercial music record” in Article 29(2) of Copyright Act (on behalf of a stakeholder)
- Represented the Ministry of Culture, Sports and Tourism in a litigation related to the approval of the Korea Music Copyright Association’s regulations on the collection of royalties for copyright works
- Represented the Ministry of Culture, Sports and Tourism in a litigation related to the cancellation of designation of the Recording Industry Association of Korea as an organization eligible to receive compensation
- Advised on Copyright Act and various regulations for a service launching of IT company (AI service, real-time internet broadcasting, etc.)
- Advised on overseas exhibition and curating counsel for Seoul Museum of Art
  - 2019 David Hockney in Seoul, 2017-18 British Council Exhibition

Trademarks & Designs

- Preliminary injunction, and case on merits, for the prohibition of infringement of trademarks of Company S
- Lawsuit for the prohibition of trademarks of Ophthalmic Clinic A
- Preliminary injunction, and case on merits, for the prohibition of use of the trade name of Company K

- Provision of legal advice on trademarks used in exhibitions of Cultural Foundation D
- Provision of legal advice on responses to the infringement of overseas designs and trademarks of bags and apparel manufactured by Company F
- Provision of legal advice on the infringement of the logos and trademarks of Event S
- Provision of legal advice on responses to the infringement of trademarks of Company Y
- Provision of legal advice on the payment of royalties for the use of trademarks between affiliates of a large business group
- Provision of legal advice on responses to the infringement of trademarks of Company G
- Provision of legal advice on trademark rights of Group K
- Response to the unauthorized use and infringement of trademarks of Company L
- Provision of legal advice for Group H on its domestic and international trademark portfolio management in Korea, the United States, Brazil, etc.

Entertainment

- Response to illegal streaming of live performances by artists of major entertainment agencies
- Review of player and manager contracts related to sports team acquisitions
- Legal review of corporate advertising and promotional model contracts
- Response to publishing contract disputes of an overseas K-pop music composer
- Advised and represented KLPGA and KPGA in litigation related to broadcast rights bidding.
- Represented client in dispute over exclusive contract of entertainment company
- Represented client in dispute on production, distribution and performance of albums
- Represented client in request for correction of a broadcaster's news program
- Represented client in damages lawsuit between terrestrial broadcasting company and agenct company related to the exclusive airing of the World Cup and the Olympics
- Advised client on agreement on baseball game broadcasting rights between KBO and a cable broadcasting company
- Represented and advised client on dispute over MMORPG games
- Advised client on FPS game licensing and publishing

Unfair Competition Prevention Act

- Response to trade secret infringement involving bidding information and company client data
- Response to non-compete dispute and trade secret infringement of a game company engineer
- Represented client in a case of prohibition of D-Ram semiconductor technology engineer transfer
- Represented client in case of seeking prohibition of mutual use between corporate groups of large enterprises

- Represented client in a case of seeking prohibition of infringement on trade secrets between IT companies
- Represented client in a case of prohibition of transfer of instructors in Daechi-dong private academies

Government and Agency Services

- Prepared research report on the development of standard art contracts for the Ministry of Culture, Sports and Tourism (2018)
- Prepared research report on analysis and resolution of trade issues following copyright exports for the Copyright Commission (2019)
- Reviewed and revised Standard Contract for Content Production for the Asian Culture Center (2019)
- Prepared study on the Establishment of Standard Business Regulations and Standard Contracts for Copyright Agent Brokerage for the Ministry of Culture, Sports and Tourism (2020)
- Researched and developed Professional Sports Standard Contract for the Korean Professional Sports Association (2021)

教育背景

2021-2022	University of California, Los Angeles (UCLA) School of Law (LL.M., Media, Entertainment and Technology Law and Policy)
2012-2015	Seoul National University School of Law (J.D.)
2006-2011	Korea University College of Law (LL.B.)

资格

2025	Admitted to bar, New York
2015	Admitted to bar, Korea

语言

Korean, English

主要活动

- Presentation at Korea Copyright Protection Agency’s 2025 Copyright Protection Future Forum: ‘Generative AI and Moral Rights Protection’
- Lecture on ‘Software Law And Policy’ at Sogang University Graduate School of Metaverse (2024-Present)
- Presented “issues in copyright and neighboring rights in the digital contents market” in an invitation seminar for overseas copyright managers hosted by WIPO, Ministry of Culture, Sports and Tourism, and Korea Copyright Commission
- Contributory article on "Music Copyright in the Age of YouTube" for the Federation of Korean Music Performers (FKMP NEWS No. 61)

受賞

2023	Commendation from Minister of Culture, Sports and Tourism

外部评价

- "Rising Star" for Intellectual Property and Entertainment, Legal Times, 2025

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