SHIN&KIM 韓国世宗律师事务所



郑莲芽

Partner

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Ms. Yeon Ah Chung is a partner of the ICT group at Shin & Kim, mainly practicing in the areas of platform, IT regulatory response in information and communications, personal information, fair trade, anti-unfair competition and trade secrets, digital technology and data law, and M&A.

As in-house counsel for Naver, Korea's largest internet firm, for fourteen years, Ms. Chung has successfully performed various advisory and dispute resolution services including response to relevant regulations, anti-trust issues, e-commerce, prevention of unfair competition, personal information protection and corporate M&A deals, etc., related to the platform, e-commerce and digital industry, and is a seasoned expert with a rich track record throughout the IT sector, not to mention a broad and in-depth understanding of general corporate practices. She advises a wide range of IT companies, including platform, content, and AI companies, and is known for her ability to provide clients with optimal, actionable solutions based on her on-the-ground experience.

Ms. Chung served as a management advisor for Naver, management advisor for 42dot, advisory member of the Korea Listed Companies Association, advisory member of the Ministry of Justice Start-up Legal Training Platform, and presently provides advice to various IT companies, including platforms, CPs, AI, NFT companies, etc., senior attorney of Korea Internet Corporations Association, senior research member of Korea E-Commerce & Direct Marketing Association, director of Korean Competition Law Association, and advisory member of digital forensic investigation at the Supreme Prosecutors' Office.

工作经历

2023.2-Present	Shin & Kim LLC
2021-2023.2	WeAdvise Law firm
2013-2021	Chief Legal Officer(Director, Executive Officer), Naver
2009-2013	Legal Team Leader(Director), Business Platform, Naver

2008-2009	Legal Team Leader, Naver
2006-2008	In-house Counsel, Kyobo Life Insurance
2003-2006	Shin & Kim LLC
2001-2003	Judicial Research & Training Institute of the Supreme Court of Korea
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Present	Advisory Counsel, Korea Internet Corporations Association
Present	Scouting Director, Korean Competition Law Association
Present	Advisory Member, Supreme Prosecutors' Office Digital Forensic Investigation
Present	Senior Research Member, Korea E-Commerce & Direct Marketing Association
Present	Management Advisor, Upstage
Former	Management Advisor, Naver
Former	Advisory Member, Korea Listed Companies Association
Former	Advisory Member, Start-up Legal Training Platform, Ministry of Justice
Former	Management Advisor, 42dot
Former	Scouting Director, Korea Economic Law Association
Former	Auditor, KAKAO VX
Former	Auditor, Naver Financial
Former	Auditor, Naver Webtoon
Former	Auditor, Snow
Former	Auditor, Onestore
Former	Director, Ginko Tree Scholarship Foundation, Seongnam Branch Office, Suwon District Prosecutors' Office
Former	Policy Advisory Member, Ministry of Gender Equality and Family
Former	Director, Korea Internet Advertising Foundation
Former	Director, Korea Legal Aid Corporation

主要业绩

- Advised an online service provider on its entry into the global market
- Advised an online service provider on the establishment of an overseas joint venture company
- Advised an online service provider on its response to regulatory legislation
- Advised an online service provider on the change of its governance structure
- Advised an online service provider on a variety of its new services

- Advised an online service provider on its response to personal information leakage
- Advised a large Korean corporation on the establishment of an AI platform and a system to provide data to its affiliates
- Advised My Real Trip, Levit and other startups on attracting investment

教育背景

2019	Seoul National University School of Law (J.S.D. Coursework Completed, Science Technology and Law)
2017	Northwestern Pritzker School of Law (LL.M.)
2017	KAIST Master of Intellectual Property (M.E.)
1996	Yonsei University Department of English Language and Literature / College of Law (B.A.)

资格

2003	Admitted to bar, Korea

语言

Korean, English

外部评价

- "Leading Individual" for Technology, Media, Telecoms (TMT), Chambers Asia, 2026
- "Next Generation Partner" for TMT, Legal500, 2025-2026
- "Leading Lawyer" for TMT, Legal Times, 2024-2026
- "Best Lawyer" for Platform & Retail, JoongAng Ilbo, Korea In-house Counsel Association, 2023

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