SHIN&KIM 韓国世宗律师事务所

尹胜炫

Senior Advisor

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Mr. Seung-hyun Youn is a Senior Advisor at Shin & Kim, where he provides advisory services in the areas of intellectual property (IP) strategy, technology commercialization, licensing, IP disputes, and emerging technologies.

Mr. Youn spent approximately 30 years at Hyundai Motor Group, where he progressed from Group Leader to Head of the Patent Team and ultimately served as Chief Intellectual Property Officer (CIPO). During this period, he was responsible for developing the Group's intellectual property strategy and building its patent portfolio, and he oversaw the full spectrum of IP-related functions, including the acquisition and divestiture of patents, licensing, dispute management, and open-source compliance. In particular, he led the development of IP portfolios across numerous emerging-technology initiatives, including AI, robotics, advanced air mobility (AAM), and software-defined vehicles (SDVs). Through this work, he personally guided the Group's transition from a traditional automotive-centered strategy toward IP for future mobility and physical AI platforms.

Convinced that, for technology companies to secure their competitive edge, intellectual property must be leveraged in an integrated manner across the perspectives of engineering, law, and business, Mr. Youn pursued studies in both business administration (MBA) and law. He also deepened his understanding of the global intellectual property landscape through a secondment in Boston, USA, and hands-on experience at overseas law firms. Building on this foundation, he has accumulated extensive experience across a range of fields, including technology collaboration, strategic investment, licensing, cross-border IP disputes, and the formulation of IP-based business strategies. He possesses particular expertise in future mobility fields that converge AI and software, such as robotics, autonomous vehicles, urban air mobility (UAM), and logistics automation.

In addition, Mr. Youn serves as an Expert Member of the Presidential Council on Intellectual Property and is active on a number of other intellectual property-related committees. As a founding member of the Korea Intellectual Property Association (KINPA), he served as Vice Chair of its Planning and Coordination Committee and as Senior Vice Chairman. He also contributes to the advancement of Korea's intellectual property ecosystem by delivering lectures and providing advisory services to domestic and international companies, associations, and research institutions on IP strategy, the use of AI, and IP intelligence.

工作经历

2026-Present	Shin & Kim LLC
1994-2025	Chief Intellectual Property Officer (CIPO), Head of Intellectual Property Office, Head of Patent Team, Hyundai Motor Group

Professional Affiliations

2026-Present	Chair of the Design Dispute Strategy Committee, Ministry of Intellectual Property
2026-Present	Member, Institutional Reform Committee for the Unfair Competition Prevention and Trade Secret Protection Act, Ministry of Intellectual Property
2026-Present	Private Sector Member, Task Force for the Normalization of the Ministry of Intellectual Property, Ministry of Intellectual Property
2025-Present	Member, Disciplinary Committee for Patent Attorney Qualifications, Ministry of Intellectual Property
2021-Present	Full Member, Design Law Society
2020-Present	Expert Member, Presidential Committee on Intellectual Property
2020-2025	Member, Advisory Committee for Self-Assessment, Ministry of Intellectual Property
2017-2025	Member, Advisory Committee for Quality Innovation, Ministry of Intellectual Property
2007-2025	Vice Chair of the Planning and Coordination Committee and Senior Vice President, Korea Intellectual Property Association (KINPA)

主要业绩

- Led IP strategy planning and portfolio development for Hyundai Motor Group and Kia Corporation
- Oversaw IP acquisitions, divestitures, licensing, negotiations, litigation, and open-source compliance matters for Hyundai Motor Group and Kia Corporation
- Provided strategic counsel on patents, industrial designs, trade secrets, and other intellectual property matters
- Delivered keynote speeches and lectures at KINPA, IPBC, LES, KAUTM, the Korea Patent Attorneys Association, the China Intellectual Property Annual Conference, and the University Technology Transfer Association, and has been a frequent speaker for intellectual property associations, corporations, and universities
- Established and managed a global patent portfolio for core future mobility technologies, including autonomous driving, connectivity, and Software-Defined Vehicles (SDVs), strengthening Hyundai Motor Group and Kia Corporation’s leadership in strategic technologies and intellectual property
- Developed and implemented a value-oriented IP intelligence management strategy that extended beyond patent filings to maximize the value of intangible assets, including data and AI models, and facilitated the transition toward an IP 5.0 framework
- Established a core standard-essential patent (SEP) strategy to support global standardization efforts and dispute resolution, playing a leading role in technology negotiations and IP disputes with global Tech Giants

- Built and developed a team of IP professionals with expertise in technology, law, and policy, and established an efficient IP governance framework to support innovation and organizational effectiveness

教育背景

1999-2002	Ajou University Graduate School of Business (M.B.A., Management Information Systems)
1998-2000	Korea National Open University (LL.B.)
1990-1994	Sungkyunkwan University (B.S., Mechanical Engineering)

语言

Korean, English, German

受賞

2015	Recipient of the Patent Engineer of the Year Award presented by the Minister of Trade, Industry, and Resources

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