



# Ju Min YUM

Associate

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Ms. Ju Min Yum graduated from Seoul National University School of Law in 2022. Ms. Yum is currently a member of Antitrust & Competition Group at Jipyong.

## Education

2022 Seoul National University, Graduate School of Law (J.D., *cum laude*)  
2019 Seoul National University (B.A. in Sociology and Political Science, German Language & Literature, *summa cum laude*)

## Experience

2022-Present JIPYONG LLC

## Speaking Engagements and Publications

2025 Criteria for Evaluation of the Coca-Cola Case and Greenwashing: Earth Island Institute v. Coca-Cola Case, Journal of Korea Fair Competition Federation No. 227, The Korea Fair Competition

	Federation
2024	Domestic and International Disputes and Trends in the Legal System Regarding Greenwashing: Focusing on Consumer Protection Issues, BFL No. 124, Seoul National University Financial Law Center
2023	Business and Human Rights Manual (Co-Author), The Korea Economic Daily

## Bar Admissions & Qualifications

2022	Korea
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## Languages

Korean / English / German