



# 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

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

## 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

## Languages

Korean / English / German

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