



Jeong Kyu CHOE

Partner

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Mr. Jeong Kyu Choe is Chair of Jipyong's IP & Technology Group and Head of the Privacy, Data, and AI Team. He advises and represents clients in matters involving intellectual property, TMT, and privacy & data.

With a deep understanding of technology and content-driven enterprises and keen insight into evolving regulatory landscapes, Mr. Choe delivers strategic, specialized counsel to clients across the broadcasting, telecommunications, platform, entertainment, and content industries. His expertise also spans privacy law, AI and data governance, and corporate security. He provides comprehensive counsel on matters including copyright, trademarks, designs, trade secrets, unfair competition, and technology transactions.

Mr. Choe has a strong track record of successfully representing major domestic broadcasters, media outlets, and ICT service providers, including OTT platforms, mobile carriers, and entertainment companies, in both civil and criminal litigation. He also has a wealth of experience advising clients on administrative and regulatory matters and is particularly recognized for his precise and effective defense in high-stakes criminal cases. Deeply committed to his social responsibilities as a legal professional, he actively contributes to public interest initiatives, particularly those focused on the rights of persons with disabilities, children and adolescents, as well as the freedom of expression.

Education

2002 Hanyang University (LL.B.)

Experience

2007-Present	JIPYONG LLC
2026-Present	Director, Korea Association for Infromedia Law
2026-Present	Member, Personal Information Dispute Mediation Committee
2025-Present	Vice President, Korea Intellectual Property Lawyers Association (KIPLA)
2025-Present	Vice President, Korea Personal Information Protection Law Association
2025-Present	Auditor, Korea Association of Personal Data Professionals
2024-Present	Member, Audit Advisory Committee, Korea Intellectual Property Office
2024-Present	Integrity Ombudsman, Korean Intellectual Property Office
2022-Present	Legal Advisor, Ministry of Science and ICT
2020-Present	Arbitrator, Korean Commercial Arbitration Board
2017-Present	Director, Raphael Clinic
2015-Present	Director, Dawoonhoe, a social welfare foundation
2013-Present	Member, Korea Association for Infromedia Law
2012-Present	Legal Advisor, Ministry of Justice for Korean Small-and-Medium Enterprises in the Overseas
2022-2023	Legal Advisor, Personal Information Protection Commission
2021-2023	Member, Telecommunications Dispute Resolution Committee, Korea Communications Commission
2018-2022	Legal Advisor, Korea Communications Commission
2017-2021	Steering Committee Member, Meteorological Industry Growth Support Center, Korea Meteorological Institute
2015-2021	Member, Human Rights Policy Council, National Human Rights Commission
2007	Judicial Research and Training Institute, Supreme Court of Korea

Notable Achievements

- Advised Korea Investment & Securities and Bifido Co., Ltd on listing on the KOSDAQ
- Advised DGB Financial Group and DGB Daegu Bank on acquisition of Cam Capital, a specialized bank in Cambodia
- Advised KB Kookmin Bank on establishment of a representative office in Myanmar
- Advised KB Kookmin Bank on sale of its interest in BCC, a Kazakh bank
- Advised the Vietnamese corporation of Hwaseung Enterprise on listing on the KOSPI Market of the Korea Exchange

Honors and Recognitions

2017, 2019, 2021-2025 Leading Lawyer in TMT Practice, Legal Times

2021	Lawyer of the Year in IP · TMT Practice, Legal Times
2020	Law and Policy Research for Enhancement of Provisions Related to Processing Anonymized Personal Information under the Personal Information Protection Act (Information and Communications Law Forum), Korea Internet & Security Agency
2019	Pro Bono Award (Litigation) at the Second Korea Legal Awards
2017	Leading Lawyer in Intellectual Property Practice, Legal Times
2016	Commendation from the Chairman of the Korea Communications Commission

Speaking Engagements and Publications

2026	Personal Information Protection Act, Fully Revised Edition (Co-author), Parkyoungsa
2026	100 Selected Precedents of Information Law (III) (Co-author), Parkyoungsa
2023	Personal Information Protection Act (co-author), Parkyoungsa
2018	Lexology Getting the Deal Through: Cloud Computing 2019 - Korea Chapter (Law Business Research)
2012	Policy Studies on Judicial Support for the Disabled (Jipyong Jisung), Office of Court Administration
2011	Guideline Studies for Improvement of Insurance Discrimination against Types of Disability, The Disability Discrimination Acts Solidarity in Korea, National Human Rights Commission
2010	Study on Improvement of Statutes/Systems related to R&D Projects (Jipyong Jisung), Korea Evaluation Institute of Industrial Technology
-	Lecture on 'Copyright E-Learning for Game Industry Workers', Copyright Academy, Korea Copyright Commission

Bar Admissions & Qualifications

2007	Korea
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Languages

Korean / English / Chinese