



Jong HEO

Partner

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Mr. Jong Heo is a partner in the Litigation Group at Jipyong, and he advising and representing clients on IP/IT, entertainment, media, securities, finance, and criminal matters. His practice focuses on patent, copyright, trademark, design, anti-competition, and data privacy in the field of IP/IT. In entertainment and media, he handles various legal issues such as broadcasting policy and retransmission of broadcasting contents, and provides legal advice on film and drama production, investment, and disputes between talents and entertainment agencies.

Education

2019	Georgetown University Law Center Food and Drug Law Certificate
2019	Georgetown University Law Center (LL.M.)
2012	Sogang University, Graduate School of Law (J.D., <i>summa cum laude</i>)
2005	Seoul National University (B.A., <i>summa cum laude</i>)

Experience

2012-Present	JIPYONG LLC
2025-Present	Adjunct Professor at Sogang University, Graduate School of Law

2025-Present	Director, Korean Intellectual Property Lawyers Association
2021-Present	Member, Korea Association of Personal Data Professionals
2013-Present	Member, Korean Intellectual Property Lawyer Association
2012-Present	Member, Korea Entertainment Law Society
2023	Rising Star in IP & Patents & Trademarks, JoongAng Ilbo
2023	Leading Lawyer in Intellectual Property Practice, Legal Times
2022-2025	Advisor, Broadcasting Deliberation, SK broadband(Seoul)
2022	Lawyer of the Year in IP Practice, Legal Times
2022	Best Lawyers Award in 2022, Chosun Biz
2021	Rising Star Lawyer in Intellectual Property, Legal Times
2021	Lecturer, New Media Law, Department of Communication, Seoul National University
2020-2023	Member, Steering Committee, Meteorological Enterprise Growth Support Center at Korea Meteorological Institute
2019	Lecture on intellectual property laws, Department of Law, Mokpo National University
2018	Lectured at the Legal Clinic, Sogang Law School
2016	Completed the 13th IPR Training Program of Seoul Bar Association

Honors and Recognitions

2023-2026	Leading Lawyer in Intellectual Property Practice, Legal Times
2023	Rising Star in IP & Patents & Trademarks, JoongAng Ilbo
2022	Lawyer of the Year in IP Practice, Legal Times
2022	Best Lawyers Award in 2022, Chosun Biz
2021	Rising Star in Intellectual Property Practice, Legal Times

Speaking Engagements and Publications

2019	The matter of 'Divided Infringement' on Medicine Method Patent Claim in Hatch-Waxman litigation, Georgetown Law Center, Graduation Article
2010	Meaning of 'Act of Using a Work in a Manner Prejudicial to the Honor or Reputation of the Author' under Article 124 of the Copyright Law, Sogang Law, The Institute for Legal Studies, Sogang University

Bar Admissions & Qualifications

2012	Korea
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Languages

Korean / English

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