

Yulchon Attorneys at Law

# 律村

Commitment, Innovation, Excellence



Attorneys at Law  
**YULCHON**



# Our Firm

## Top 30 Rapidly Growing Law Firm in Asia

- *Asian Legal Business* (2nd consecutive year)

## 2009 National Competitiveness Award

- Presidential Council on National Competitiveness, Republic of Korea & *Seoul Economic Daily*

## Yulchon

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Yulchon is a full-service international law firm headquartered in Seoul, Korea. We employ over 200 professionals, including more than 50 licensed in jurisdictions outside of Korea. Our perspective is international and our reach is global. We represent clients from six continents and have helped Korean companies expand around the globe. We strive to provide the most innovative solutions to the complex legal challenges confronting our clients.

Yulchon has become an acknowledged market leader in the development and practice of law. We are known for our high standards of excellence, our culture of collaborative problem solving, and our strong relationships with government agencies and other international law firms. We are frequently retained to negotiate multi-billion dollar transactions, to help draft new legislation and regulations, and to represent clients in high-stakes adversarial proceedings.



# Our Values



## Commitment

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We have an unparalleled commitment to achieve the highest standards of timely and dependable service. We recognize the central importance of understanding each client's unique business needs. Every client relationship is a priority, and our commitment to client satisfaction is a central tenet of our identity as a firm.

“They are loyal to the client, trustworthy and understand our needs.”

– A Yulchon client comment in the *IFLR1000*

## Innovation

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Yulchon attorneys take pride in their creativity and innovation. We do not merely give legal advice—we solve problems and find solutions.

Yulchon cultivates an environment in which our attorneys thrive on work that requires strategic thinking, innovative problem solving, and sound judgment. Because of this, we are often directly involved in many of the most important breaking legal developments in Korea.

“The firm is . . . fast garnering a reputation for advising on the market's most innovative cross-border transactions.”

– *IFLR1000*

## Excellence

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Yulchon has emerged as one of Korea's preeminent law firms because of its relentless pursuit of excellence. We are committed to the highest quality standards, we recruit the top candidates from the finest law schools in Korea and around the world, and a number of our attorneys have spent years developing their expertise at international law firms.

“One client remarks that on complicated acquisitions, Yulchon ‘shows remarkable expertise, knowledge and skills.’” – *Chambers Asia*

## Pro Bono

*At the firm's inception, Yulchon's founders pledged to give back to the community. We do so by contributing our time and resources to many worthy charitable causes and by providing a wide variety of pro bono legal services to clients who do not have the resources to hire an attorney.*



## World-Class Our Professionals

Yulchon has assembled an exceptional group of professionals. We count among our ranks a former President of the Constitutional Court of Korea, former Korean Supreme Court judges, and many former government policy makers. Each year, independent legal industry observers honor our professionals with awards for their exceptional work.

Talent percolates up from the associate ranks as well. Year after year, Korea's new lawyers identify Yulchon as their most-preferred law firm. The firm selects from among the most promising young attorneys and develops their skills through mentoring, extensive formal training, and challenging legal work.

“We have found [Yulchon’s] lawyers very responsive and accessible. We have been most impressed by the quality of their advice and their programmatic approach in the many deals they’ve worked on for us.”

– A client quoted in the *IFLR1000*

“A rival lawyer notes, ‘I have respect for them . . . their lawyers are very strong.’” – *IFLR1000*

## Yulchon Academy

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We established Yulchon Academy to develop and hone our attorneys’ skills to the highest standards. Yulchon was the first law firm in Korea to provide training workshops for new attorneys, and today Yulchon Academy provides the most comprehensive in-house training program of any law firm in Korea.

Employer of Choice – *Asian Legal Business*

“Observers speak with one voice in proclaiming it one of the most respected and reliable practices in Korea.” – *Chambers Global*

## Our Results

At Yulchon, we understand that there is nothing more important to our clients than results. We add value for our clients in virtually everything we do. Yulchon’s M&A and finance lawyers, for example, are renowned for their ability to create innovative deal structures that maximize value while minimizing risk. Our tax lawyers routinely advise clients on how to achieve optimum tax-efficiency. Our antitrust team frequently obtains substantial reductions in, or even the elimination of, penalties imposed by the Korea Fair Trade Commission. Every day, in each of our practice groups, Yulchon attorneys work tirelessly to help our clients succeed and prosper.

“One key client singled out this group for providing ‘exceptionally useful advice on a really difficult transaction - the team was helpful, commercially minded and efficient.’” – *Chambers Asia*

Many of the world’s most distinguished companies in a wide range of industries recognize Yulchon’s ability to obtain results. Our clients recognize that our innovative approach can not only resolve their legal challenges but also add value to their businesses.

### Representative Clients

ABB	Chrysler	Kia	POSCO
Agfa	Coca-Cola	LG Electronics	RWE Energy
AMD	Deutsche Bank	Eli Lilly & Co.	Samsung Electronics
Audi	GE Capital	Lotte Group	Siemens
Baxter	Goldman Sachs	Merrill Lynch	Swiss Re
Bayer	GS Caltex	Morgan Stanley	Texas Instruments
BP	HBO	Nestle	ThyssenKrupp
Broadcom	Hyundai Motor Company	P&G	Universal Music Group
Carlyle Group	ING Real Estate	Promega	Vopak

# Our Practice Areas



“Every lawyer I’ve dealt with from Yulchon has been extremely professional and the quality of advice has been excellent.”

– An in-house counsel quoted in the *IFLR1000*

## Corporate & Finance

Mergers and Acquisitions • Corporate Finance • Securities •  
Banking and Finance • Private Equity/Funds • Capital Markets •  
Real Estate and Construction • Bankruptcy and Corporate Restructuring •  
Joint Ventures • Inbound / Outbound Investment • Labor and Employment •  
International Commerce and Trade • Energy and Environment •  
Defense and Public Procurement • Health Care •  
Technology, Media and Telecommunications (TMT) • Culture and Entertainment •  
Internal Investigation and Forensic Services • Commercial Transactions •  
Corporate Secretarial Services

## Tax

Tax Litigation • Tax Planning and Strategy • Criminal Defense •  
International Tax Matters • Customs and Tariffs • Wealth Transfer

## Antitrust and Fair Trade

Business Combinations • Unfair Collaborative Acts (Cartels) •  
Unfair Trade Practices (Abuse of Transactional Position, Unfair Assistance) •  
Misleading or Deceptive Labeling and Advertising Practices •  
Subcontracting Regulations • Abuse of Market Dominance

## Litigation

Complex Commercial Litigation • White Collar Criminal Investigation and Litigation •  
International Dispute Resolution • Constitutional Law • Arbitration

## Intellectual Property

IP Litigation • Application, Registration, and Management of IP Rights •  
Consultation Regarding Copyrighted Software •  
Licensing and Franchising Intellectual Property Rights • IP Protection

## Regional Practices

Vietnam and Southeast Asia (with offices in Ho Chi Minh City and Hanoi) •  
Russia and the CIS • China • Japan • The European Union • Emerging Markets



Attorneys at Law  
**YULCHON**

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