

ALEX
Int'l Patent & Trademark Law Firm

 **ALEX** Int'l Patent & Trademark Law Firm

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Alex International Patent & Trademark Law Firm was founded by a patent attorney Alex Nam, who served in the key positions of the Ministry of Commerce, Industry & Energy and Intellectual Property Office of Korea for a long time. He also served as a President of KAMA (Korea Automobile Manufacturers Association) and took the position of Vice President of OICA (Organization Internationale de Constructeurs Automobiles).

At the Alex Patent Law Firm, the highly competitive patent attorneys deal with patents, designs, trade marks and related issues not only in Korea but also throughout the world.

We are ready to provide a full range of services in all fields related to intellectual property in order to offer the full satisfaction of domestic and overseas clients, of which services include technology search, patent mapping, application, registration, trial, litigation and licensing.

Aimed at being ranked one of 10 leading patent law firms in Korea within 5 years, Alex will continue to pursue global business management, securing qualified human resources and “client-first” policy.

Alex will not hesitate to deliver valuable and cost-effective services to meet clients' substantial requirements to the great extent.

In the face of rapidly changing business environments affected by current developments of technology and globalization, the acquisition and protection of patent rights are critical factors to determine the competitiveness of business firm and the direction of their business operation. In this connection, we firmly believe that Alex can fully support the management of your patent rights effectively by bringing credibility to the process and also striving to protect your rights.

Alex International Patent & Trademark Law Firm looks forward to have an opportunity to be your reliable business partner in the course of enforcing your intellectual property in Korea or anywhere in the world.

We count on your supports. We will exert all our efforts to bring success to your business in the days ahead.

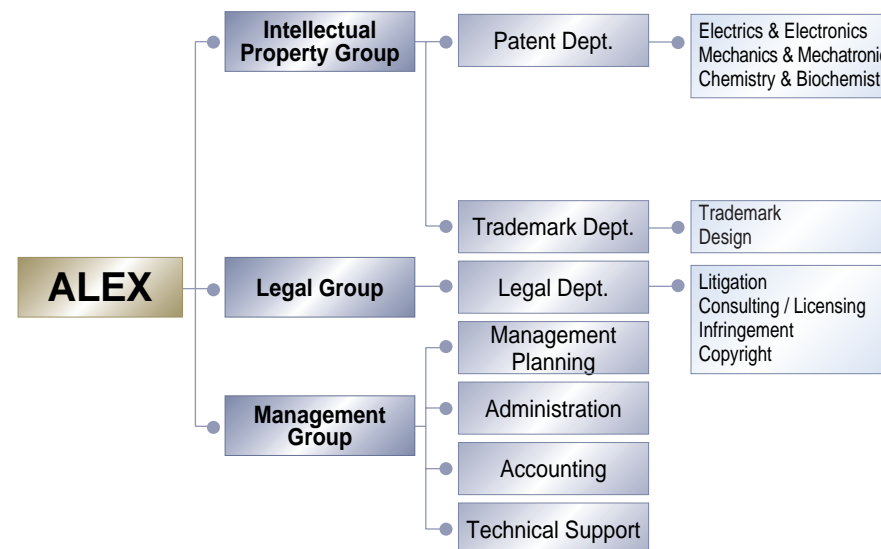
ALEX will be the BEST PARTNER for you.

The coverage of service of Alex falls into three sectors to deal with every issue properly.

First, the intellectual property sector provides professional, technical analysis and advice for the clients' rights through its expertise in technology.

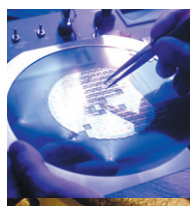
Second, the legal service sector provides comprehensive legal support regarding various disputes and lawsuits over the intellectual property rights.

Third, the management sector develops client-oriented legal services, provides clients with professional customer management services and organizes and supports all the systems in order to manage them successfully. Upon this organization, we can provide the initial consultation regarding clients' ideas as well as the consultation for the obtainment of protection through one-stop services.



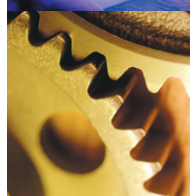


Specific Technology Areas



Electrics & Electronics

Electrics, Electronics, Semiconductors, Electronic parts, Electric Commerce, Ubiquitous, Telecommunications, Information Systems, Imaging Devices, Computers, Display, Digital Broadcasting, Networks



Mechanics & Metallurgy

General Machinery, Automobiles, Transport Machinery, Prime Mover Machinery, Precision Machinery, Air Conditioning Machinery, Mechatronics, Metals



Chemistry

Organic chemistry, Inorganic chemistry, Electrochemistry, Agrochemistry, Pharmacy, Biotechnology, Biochemistry, Biochip, Pharmacology, Immunology, Enzymology, Environmental engineering, Analytic chemistry, Polymer chemistry, Physical chemistry, Chemical engineering, Food processing, Fermentation, Textile engineering, Medical device



Trademarks & Designs

Trademarks, Service Marks, International Trademarks, Designs

Representative Patent Attorney

Yonsei University, Seoul, Korea : B.A. (Economics, '71)
 Univ. of California, Davis, California, U.S.A :
 M.A. (Economics, '86)
 Korean Patent Attorney Qualification
 (Korea Intellectual Property Office, Dec. '01)



Representative Patent Attorney **Alex Nam**

Passed the 8th Administration Higher Civil Service Examination
 Deputy Director of Ministry of Information and Communication
 Director of Business Guidance Office, Ministry of Trade & Industry
 Legislative Researcher in the Trade and Industry Committee of the National Assembly
 Trade Investigation Officer in Korean Trade Commission
 Director of Electronics Industry Policy Division, Ministry of Commerce, Industry & Energy
 Director of Transportation Machinery Division, Ministry of Commerce, Industry & Energy
 Chairman of International Intellectual Training Institute
 The Chief Trial Judge in the Korea Intellectual Property Office
 Executive Vice Chairman of Korea Automobile Manufacturers Association (KAMA)
 Vice President of Organisation Internationale des Constructeurs d'Automobiles (OICA)
 Representative Director of Donggang Cistar

Executive Managing Director

Hankuk University of Foreign Studies, B.A. International Trade
 Visiting Researcher at Law School of Columbia University, New York (USA)
 Manager of Export Division (European region), Hyundai Motor Company
 General Manager of Overseas Purchasing Dept., Han Yang Corporation
 Vice President of Korea Electronics Association
 Member of Advisory Committee for Trade Policy (electronics & electrical industry), Ministry of Foreign Affairs & Trade



Young-hoon Choi

Partner Patent Attorney

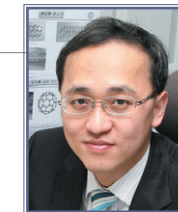
Korea University, B.S. in Electronic Engineering
 Information & Communication officer, Republic of Korea Air Force
 Passed the Korean Patent Bar Examination
 IP Policy Advanced Course sponsored by KPAA
 An Evaluation Commissioner on University Patent Expenses Assistance Project.
 Worked for C&S Logos Patent & Law Firm in charge of Samsung Electric Co., ETRI, KTF, POSCO
 Worked for Y.H.KIM INTERNATIONAL in charge of LG Philips LCD, LG Electronics, and LG Telecom.



Jeong-Hoon KIM

Partner Patent Attorney

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 Passed the Korean Patent Bar Examination
 Worked for LEE & PARK Patent & Law Firm
 Worked for S.Y. CHA Patent & Law Office



Chul-Ho Roh

Patent Attorney

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Byung-Chun Park

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Dong-Sub Kim

Consultant Manager

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 Researcher in Korea Atomic Energy Research Institute
 Patent Examiner in the Korea Intellectual Property Office
 Vice Chairperson of Patent Valuation Team in the Korea Invention Promotion Association
 Member of Hi-tech Appraisal Committee in the ITEP
 Member of Korea Institute of Construction & Transportation Technology Evaluation and Planning



James W. Park

Senior Research Engineer

Korea University, B.S. in Mechanical Engineering
 Korea University, M.S. in Mechanical Engineering
 Worked for Huvitz Co., Ltd.



Jae-Woo Park

Senior Counselor

Konkuk University, B.A. Japanese Education
 Deputy Director of Editorial office, Electronic Times
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Bok-Nam Jung

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 Currently practicing at Alex as a Counsel in Electronics, Computer Science & Internet software
 Technical Member of UN WIPO
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James Lee

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Yonsei University, B.A. in Business Administration
 Passed the Certified Public Accountant, admitted in 1999 Worked for SK Energy
 Currently practicing at Alex as a Counsel in accounts
 Currently Executive officer of Jeong-jin Accounting Corporation



Gyu-Dong Lee

Attorney, of Counsel

Yonsei University, LL.B. in Law
 Korea University, M.A. in Political Science & International Relations
 Currently practicing at Alex as a Counsel in Lawsuit and Patent Litigation
 Currently Authorized Lawyer of Personal Restoration Lawsuit Rescue about Individual Bankruptcy, Seoul Central District Court
 Committee Member of Korean Federation for Environment Movement
 Inspection Commissioner of Local Welfare Corporation Aggregate, "Nanum-kwa-Hamke"
 Member of Administration and Judgment Division of Truth and Reconciliation Commission, Republic of Korea.
 Currently Lawyer & Patent Attorney of Hanmin Law Firm



Lee-Su Lee