




Law darae

Law Firm, Patent Corporations-DARAE

DARAE, A very different Law Firm from the beginning





DARAE A very different law firm with a different result

DARAE's professionals are ready to deliver
the best results tailored to
meet specific needs

We take a creative, fresh approach with an emphasis on achieving the
results tailored to meet specific business requirements of each client.

We are continually seeking new and innovative ways to protect
and manage intellectual property.

www.daraelaw.co.kr

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- **DARAE, A very different Law Firm from the beginning**

Our focus on excellence and our clients have led us to the best law firm in the field of intellectual property.

- **A team of experts with in-depth knowledge and experience**

We are proud of in-depth expertise of our professionals – former judges of the District Court, Patent Court and Supreme Court, examiners of the Intellectual Property Tribunal (IPT), Korean Intellectual Property Office (KIPO) and corporate patent counsels.

Commitment

We are committed to providing our clients with the best possible protection for their intellectual asset

DARAE was initially found to be a true representative for those who experience legal disputes which greatly interfere their business activities. Our industry-focused team is dedicated to deliver strategic commercial advice and solutions and it has proved by our winning track record in disputes.

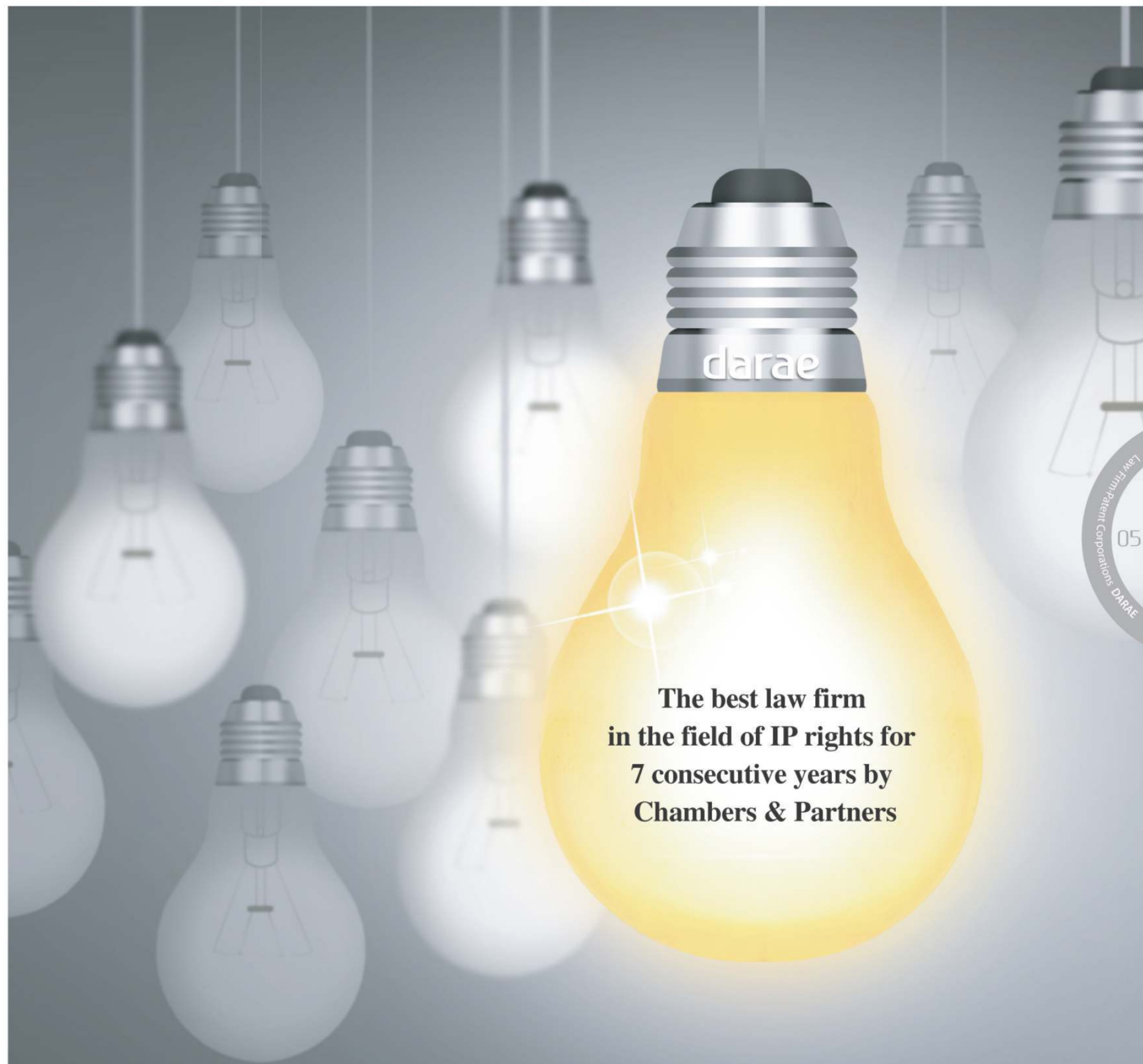
DARAE provides unique professional legal services

Being the first specialized law firm in the field of intellectual property, we advise on all aspects of patent, design, trade mark/brand and copyright law. The in-depth knowledge and expertise of our professionals ensure the legal services substantially different from our competitors. We strategically approach every issue with a consideration of not only short term consequences, but also contractual, regulatory and any potential risks.

To better address specific legal concerns associated with individual industry sectors or intellectual property categories, Darae's Intellectual Property Team is divided into four specialized units : the Electric and Electronics team (computers, semiconductors and IT), the Engineering team (mechanical engineering, control engineering, metallurgical engineering, civil engineering, etc.), the Biotech and Chemicals team (biotechnology, chemistry, drugs, food, plant patents, etc.) and the Trademark and Design Team.

DARAE has a comprehensive review system for maintaining its high quality

Our practice groups focus on accomplishing the perfection of legal service. Every case is thoroughly handled by an integrated team of attorneys, technical advisers and supporting staffs. The final review of documents by partners and senior associates ensures our clients succeed



**The best law firm
in the field of IP rights for
7 consecutive years by
Chambers & Partners**



Mission & Vision

DARAE is engaged in the practice of intellectual property law on worldwide basis!
We offer clients access to the best legal minds and resources

Superior Law Firm

Committed to excellence which makes us different

Specialist

We are the true specialists of intellectual property law

Understanding

We value understanding of your needs

Priority

Our priority is your success

Excellence

We guarantee the excellence of our work

Relationship

Our relationship with major international law firms offers the global network

Integrity

We maintain the integrity of our work from the beginning to the end

Outcome

We deliver the best outcome for your interests

Reliability

We are your reliable advisers contributing to your success

Intellectual Property Rights

Our professionals have the legal and technical knowledge, experiences and resources to meet the specific business needs of each client.

DARAE's service covers the full spectrum of intellectual property rights, from traditional industrial property rights and copyrights, to new intellectual property and intangible rights related to domain names, semiconductor layout designs, biotechnology, computer programs, software applications, databases, new media, franchising, geographical indications and characters. From the experience of handling several thousand cases of intellectual property disputes, we are ready to render total solutions for any legal issues.

Acquisition of Intellectual Property Right

DARAE regularly assists our clients in acquiring different types of intellectual property rights ranging from patent, utility model, design, trademark rights to copyrights domestically and internationally. We have a computerized system to effectively and accurately manage the whole process of these applications.

Further, we constantly update any amendments or changes of related laws and regulations. In addition to filing of these applications, we provide a full spectrum of services related to the acquisition of intellectual property rights.

- ✓ Conduct patentability research;
- ✓ Draft and prosecute patent applications;
- ✓ International applications i.e. PCT for patent, Madrid for trademark;
- ✓ Registration and management of copyrights and characters;
- ✓ Registration and management of computer programs and software applications;
- ✓ Prepare a written statement requested by an examiner during the process of application or registration, and file an opposition and provide information and supporting evidence, documents etc;
- ✓ Transfer or license patent, trademark right or copyright

Intellectual Property Litigation

DARAE has a reputation for successfully representing plaintiffs and defendants before the District Courts, Patent Court, High Courts and Supreme Court in the area of intellectual property.

The Firm members include former judges of the District Court, Patent Court, Supreme Court and examiners of the IPT and the KIPO. The combination of in-depth knowledge, experience and resources in relation to both law and technology makes us different. The Firm has extensive experience in litigating the following areas:

- ✓ Patent, trademark and copyright infringement
- ✓ Misappropriation of trade secrets, unfair competition and antitrust
- ✓ Contract, franchising, licensing
- ✓ Other disputes involving intellectual property and technology asset

Our members have various technical degrees and capabilities in the areas including:

- ✓ Mechanical engineering / Electrical & Electronic engineering
- ✓ Chemistry / Biotechnology
- ✓ Pharmacy / Food engineering

Intellectual Property Tribunal (IPT)

DARAE assists clients from the initial stage of settling disputes at the IPT where the first hearing of intellectual property issues takes place. Our practice aims to deliver the best result with the minimum burden of our clients in a timely matter. A number of our professionals have previously been employed as examiners at the KIPO and the IPT. This experience permits our professionals to prevent undue complications such as rejection of application, refusal, cancellation or invalidation of registration. We ensure that every issue at the IPT to be thoroughly prepared so that the case is settled cost effectively. We provide the following services related to the procedure at the IPT:

- ✓ Appeal to the KIPO's rejection of patent, utility model, trademark or design application
- ✓ Invalidation of a patent, utility model, trademark or design registration
- ✓ Invalidation of registration of patent term extension, invalidation of trademark renewal, etc.
- ✓ Active or passive confirmation of the scope of patent or other intellectual property rights
- ✓ Correction of patent or utility model registration
- ✓ Grant of non-exclusive license on a patent, utility model or design right
- ✓ Cancellation of trademark registration or license

Counseling Intellectual Property Rights

- **Exercise of Rights**
DARAE dedicates a substantial portion of its practice to maximizing the commercial benefit of clients by securing intellectual property protection and enforcing their rights. For effective protection and enforcement of intellectual property right, we provide the best possible solutions for your complete satisfaction.
- **Licensing, Contract and other issues**
We provide professional services in licensing, contract and other issues involving intellectual property assets. Our extensive expertise on intellectual property disputes allows us to understand how to prevent any unnecessary disputes and unexpected loss. DARAE has a proven track record of rendering custom-tailored licensing, franchising and other agreements for each client with different needs.
- **Trade Secrets**
The Firm strongly believes that clients should be fully informed before making a decision on how to protect their intellectual property assets. DARAE's experienced professionals advise the best choice by carefully considering multiple factors such as business strategies of clients, market trends, characteristics of technology and products.

DARAE's practice is primarily dedicated toward to meeting the needs of clients

- **Patent Strategy**
DARAE renders counseling on the future directions of technology development based on the analysis of existing patents. This is supported by our expertise in evaluating and assessing patent specifications and claims.
- **Company Regulations**
DARAE provides a full range of consulting services related to company regulations including the development of new technology, product and invention as a part of job descriptions.
- **Other Intellectual Property Issues**
In addition to traditional legal services related to intellectual property laws, we provide professional services on coordinating and managing intellectual property assets.

Technology Research & Technology Management

DARAE adds value to your inventions

Darae has been designated as the first private 'IP Evaluation Agency' for IP financing in June 2015 according to the Invention Promotion Act of Korea.

• Consulting for IP-based R&D

Darae first established a specialized IP analysis and consulting team consisting of patent attorneys and researchers, and has led this industry. More than 100 SMEs have already worked with Darae through IP search and analysis services.

Darae guarantees the quality of special consulting services that are distinguished from other IP law firms based on professionals having a master's or doctor's degree, superior engineers having experience of work in large enterprises or research institutes, and a high level of capability for IP right disputes and experience of consulting services for a number of IP rights.

• IP Search/Analysis

- ✓ Prior art search before filing domestic or international patent applications
- ✓ Patent monitoring
- ✓ Patent map research for analysis of competitors
- ✓ Patent map research for responding to key patents
- ✓ Consulting for responding to and preventing patent disputes

• R&D Consulting

- ✓ R&D planning and creating new project items
- ✓ Consulting for strategies of prospective technologies
- ✓ Patent technology roadmaps (IP-TRM)
- ✓ IP-R&D research projects
- ✓ Analysis of the performance of governmental R&D projects

• Technology Evaluation/Technology Transfer

Darae possesses certified Korean technology valuation analysts, technology transfer agents and lawyers with technical backgrounds for respective technical fields. We have successfully arranged global merger and acquisitions and technology licensing agreements through the evaluation of business propriety, IP risk and technology value of patented inventions for many years. Darae has substantially established a business success model by attracting venture businesses to IP investment.

Further, as one of the organizations for technology transfer, Darae provides one stop services of technology transaction by matchmaking consumers, exploring prospective technologies, on/off line marketing, drafting sales material kits, representing technology negotiations for domestic and foreign companies, and reviewing agreements.

- ✓ Due diligence on patent assets
- ✓ IP packaging and drafting sales material kits in Korean, English, Japanese and Chinese
- ✓ Evaluation of technical values
- ✓ Consulting for IP financing
- ✓ Exploring a demand for technical transaction / technologies
- ✓ Representing negotiations of technology transfer in and outside Korea

• Design/Brand Consulting

Darae is an IP law firm that has been first certified as an officially recognized design specialty firm. Darae has built specialized IP integrated design processes led by design experts with the experience of consulting multiple design strategies. Through the processes, Darae interprets and converges designs, brands and patents from various perspectives so that they can be distinguished in the market.

- ✓ Planning and development of design/brands
- ✓ Consulting of IP integrated design strategies
- ✓ Analysis of design trend, IP designs and users
- ✓ Consulting of design for IP portfolio
- ✓ Training for brand and design strategies

Darae provides distinguished services in the field of technology management such as technology transfer, commercialization, license management and evaluation based on our experience and expertise as an IP specialized law firm.

• Consulting for Technology Transfer Commercialization

For successful technology transfer or commercialization, it is crucial to review the specific conditions of contracts and their compliance with the law. Darae's "Technology Management Team" provides counseling for contracts with respect to technology transfer or commercialization as well as the following issues.

- ✓ Legal counseling of technology transfer or commercialization
- ✓ Legal counseling relating to TLO
- ✓ Legal counseling of the operation of public organizations, research institutes funded by government, universities and industry-university cooperation groups
- ✓ Establishment and revision of legislations and regulations relating to technology transfer or commercialization

• License Management & Evaluation

A technology licensing agreement is complicated in contents and needs continuous monitoring after the agreement is made. Darae runs the License Compliance Program for follow-up management of technology transfer including collection of royalty, and the License Evaluation Program for small and medium-sized enterprises that are paying a considerable amount of royalty to their competitors.

- ✓ Management of royalty payment
- ✓ Confirmation of running royalty (sales data, etc.) and actual site inspection
- ✓ Collection of royalty
- ✓ Investigation of the status of technology utilization
- ✓ Collection of unpaid royalty
- ✓ Reviewing and legal counseling of license agreements
- ✓ Analyzing licensed technology and calculating royalty
- ✓ Consulting for preventing license-related disputes

• Education Consulting

Our education consulting provides programs targeted for working staffs and further suggests status of diagnosis and solutions to the problems. Lawyers specialized in the field of intellectual property or technology transfer participate in education and consulting, and offer tailored programs for individual customers' needs.

- ✓ Trade secret
- ✓ Technology transfer

• Policy/Research Task

Darae has worked on various research projects to study and analyze the impact of public policies and legislations. These tasks are means of converting our practically accumulated experience and expertise into policies and ideas that can achieve synergistic effect of those public policies.

- ✓ Study on policies in IP rights
- ✓ Study on technology transfer or commercialization
- ✓ Study on legislation and revision of law
- ✓ Investigation of status and statistical analysis

• Trade Secret

"Trade Secret" is not publicly known and has independent, economic value. This term refers to a method of production or a method of selling that is kept confidential by considerable efforts and technical or business information that is useful for business activities.

Darae represents criminal or civil lawsuits related to trade secrets and provides legal counseling with respect thereto. Further, as "trade secret" is one of the important intangible intellectual property of companies, Darae provides clients with services for status of diagnosis, consulting and education to protect and manage trade secrets of companies secrets.

- ✓ Diagnosing how trade secrets are protected and managed
- ✓ Trade secret education
- ✓ Trade secret consulting

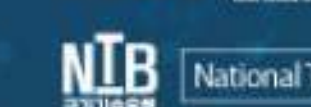
Government Authorized Technology Transfer Organization



Ministry of Trade, Industry and Energy



Korea Institute for the Advancement of Technology (KiaT)



National Tech-Bank (NTB)

Technology Research

Technology Management





Corporate-Legal Services and Counseling

Corporate-Legal Services and Counseling

More than just providing legal services, DARAE promises to be your faithful partner

DARAE has grown with its domestic and international clients impressed by our high quality of legal services. Those who experienced DARAE's professional services also seek counseling for their business management, investment and partnership in addition to advice on intellectual property issues.

A team of experienced professionals provides an innovative approach which leads to a large number of opportunities. The Firm's corporate services cover a broad spectrum of corporate laws ranging from incorporation and registration, company structure, issue of stock and company bonds to merger and acquisition.

Litigation and Alternative Dispute Resolution

DARAE has brought and defended corporate lawsuits and proceedings related to M&A, foreign direct investment, company restructuring, unfair competition, antitrust, commerce, labor, tax and finance. In addition to the extensive litigation practice, the Firm regularly provides professional mediation and arbitration services for both domestic and international disputes.

- ✓ Corporate, labor, finance
- ✓ Company liquidation and bankruptcy
- ✓ Building construction-related issues and product liability
- ✓ International building construction-related issues and international project management
- ✓ Criminal proceedings involving corporate issues
- ✓ Administrative law and tax law
- ✓ General civil law, family law and the Constitution
- ✓ Domestic and international alternative dispute resolution

Corporate Counseling

The Firm's corporate counseling is dedicated primarily to provide a long-term, issue-focused advice consistent with the interest of businesses.

The team of professionals renders counseling service based on the combination of knowledge of Korean and international corporate laws and in-depth understanding of technology and corporate management.

DARAE is committed to providing strategic advice and comprehensive business solutions concerning the following legal issues.

- ✓ Corporate laws
- ✓ M&A
- ✓ Finance
- ✓ Labor
- ✓ Unfair competition and antitrust
- ✓ Tax
- ✓ Environment
- ✓ International trade
- ✓ Maritime, aviation, insurance
- ✓ Foreign investment
- ✓ Information technology and communications



Media Report



The very first standard of the best law firm is the competence.

Customer service, good reputation and convenience are followed as parts of the standards.
Darae is the partner perfectly fit to the standards of the best law firm.

Very first law firm in Korea with exclusive position on IP rights and the best professionals

Darae provides the most forward-professional service.



- **Hankyung BUSINESS**
- Weekly economic magazine publishing 'The Korean Economic Daily'
- Best IP Law Firm (2012~2014)



- **Legaleese**
- Global information company for legal market in the United Kingdom
- Outstanding law firm in the field of IP rights by Asia Pacific Legal 500(2010~2014)



- **Chambers and Partners**
- Rating institute of legal market and famous legal journal in the United Kingdom
- Best law firm in the field of IP rights for 7 consecutive years by Chambers Asia Pacific Awards



- **Asialaw Leading Lawyers**
- Publishing Legal Media Group 'leading lawyers directory'
- Selected as the outstanding law firm in IP rights



- **Intellectual Asset Management (IAM) Magazine**
- Selected as the World Best Law firm in IP rights (Korea's six major IP law firms)



- **MIP (Managing Intellectual Property)**
- Global IP rights Magazine
- Selected as the outstanding law firm in IP rights (2010-2014)