



# Gun Sup Shim

Partner

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Anti-trust and Fair Competition  
Franchise Law, General Corporate  
Real Estate, Civil  
Criminal Litigation.



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## Experience

Trinity Legal, Partner (2018 – Present)

Special Counsel, Unfair Trade Practice Report Center,  
the Ministry of SMEs and Startups

JD&S (2017 – 2018)

Bae, Kim & Lee LLC, Associate (2010 – 2017)

Army of the Republic of Korea,  
Judge Advocate General, Officer (2007 – 2010)

## Education

University of Southern California (LL.M.)

Judicial Research and Training Institute (35th Class)

Ajou University (LL.B.)

## Qualifications

Korean Bar Association's Certified Specialist in Fair Competition Law  
Admitted to Practice Law in Korea.

## Experiences

Advised a major telecommunications company  
and pharmaceutical company on unfair trade practices  
(including, unfair refusal of transactions).

Advised Korea Electronic Power Cooperation (including 5 subsidiaries)  
on unfair competition activity relating to abuse of market dominance.

Advised foreign and domestic medical equipment manufacturing  
companies' on consumer protection laws regulating deceptive  
solicitation of customers and unlawful rebate marketing practices.

Represented numerous clients in a wide range of industry sectors  
(including, construction companies, a soybean milk company,  
global car supply chain vendor, and butane gas company)  
in cooperating with the KFTC to obtain partial or full immunity under  
the KFTC Leniency Programme.

Advised construction companies with respect to regulation of  
advertising practices.

Advised on-line hotel and airline reservation business on the Act on  
Fair Labelling and Advertising, and registration filing requirements  
under the Act on the Consumer Protection in Electronic Commerce.

Reviewed and advised on the Agency Sales Contracts of a global tire  
company, kitchenware company, and bed furniture company and  
compliance under the Distributorship Act.

Advised water filter product company and cosmetics company on  
door-to-door sales activity, and other multi-level sales incentive  
schemes such as pyramid schemes in complying with Door-to-Door  
Sales Act.

Advised major Korean SI companies and construction companies, on public procurement bidding ineligibility arising from prior anti-trust violations.

Represented major insurance companies, and pharmaceutical companies on follow civil litigation for damages arising from alleged cartel activity and violation of unfair trade laws (including, unreasonable refusal to enter transactions).

Represented a major textile manufacturing company with respect to the violation of the "Unfair Competition Prevention and Trade Secret Protection Act" and misappropriation of trade secrets.

Represented a start-up company in the investigation by the KFTC with respect to product copying or product imitation of its competitor in violation of the "Unfair Competition Prevention and Trade Secret Protection Act".

## Lectures

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Lecture on Fair Competition Laws as part of Korea Occupational Safety and Health Agency's Newly hired employee educational program.

Lecture on Subcontract Law to Kyung Dong Navien.

Lecture on Subcontract Law to Small and Medium Sized Businesses sponsored by the Business and Science Promotion Agency of the Gyeonggido Province.

Lecture on Subcontract Law for the Fair Competition Federation.

Lecture on Subcontract Law for Korea Mitsubishi Elevators.

Lecture on the Franchise Act as part of Fair Competition Federation Education Program for violation companies.

Lecture on the Franchise Act for Korea Franchise Association's Education Program.

Lecture on introduction and basic overview of Fair Competition Law to Eugene Corporation.

Lecture on Fair Agency Transactions Act for Daedong Corporation.

## Language

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Korean and English