

SEUM Law

Established 2012

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Partners: 8 **Lawyers:** 16

Languages spoken: Korean, English

Main areas of practice: General Corporate, Inbound/Outbound Investment, M&A, Venture Capital, Private Equity, Data Privacy, Fintech, Commercial Litigation, Criminal Defense, Employment & Labor, Blockchain/cryptocurrency

Firm Profile

SEUM is a boutique law firm founded by attorneys from Korea's top firms. We provide general corporate and litigation legal services in a variety of practice areas and we are the leading Korean law firm with respect to startup companies, technology companies and venture capital funds.

SEUM works with Korean and international clients on a regular basis, handling a broad range of local and cross-border matters, to provide clear and practical advice regarding the Korean market. Many of SEUM's clients take innovative approaches to tackle difficult challenges arising in this constantly evolving information age. The Korean legal profession struggles to keep pace with the rapid speed of technology and to understand modern companies and entrepreneurs. SEUM takes a different approach by embracing change and striving to be at the forefront of innovation both in Korea and globally. Not only does SEUM enjoy working with technology and startup clients to advise on novel legal issues and create new precedents, but like many of its clients, aims to create a firm culture that is innovative, inclusive and more in-line with the international community in the 21st century.

Co-founder and managing partner Hoseok Jung is the leading attorney in Korea with respect to startup and emerging companies and venture capital funds advising on a broad range of matters including investment, M&A, and regulatory matters. Hoseok represents public and private companies in industries such as software, hardware, information technology, blockchain/cryptocurrency, startup incubation and fintech, and is active in the startup community where he frequently speaks on issues in the technology field, and advises on legislation for emerging industries such as cryptocurrency.

The corporate and technology practice is buttressed by corporate partner Joonbum Cheon, the former general counsel at one of Korea's largest e-commerce companies, and US attorney partners Steve Ahn and Steve Kim, who lead SEUM's international team advising on inbound/outbound cross-border matters.

Awards

Asian Legal Business

- "Firms to Watch" 2017
- "Best Boutiques" in Asia 2017

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