



JONG-MIN CHOI

ASSOCIATE

T 310.201.2100

F 310.201.2110

E jmchoi@birdmarella.com

EDUCATION

University of Southern California, Gould School of Law,
J.D., Order of the Coif, Senior Submissions Editor,
Southern California Law Review, 2019

Korea University, B.A., with honors, 2009

OVERVIEW

Jong-min Choi's practice is a mix of commercial litigation spanning areas such as purchase and supply contracts, corporate acquisitions and sales, and cross-border transactions, and intellectual property disputes such as patents, copyright, trademark, and trade secrets. Clients that Jong-min serves span a wide variety of industries, including technology, entertainment, and private equity.

Jong-min earned his J.D. from the University of Southern California, where he was on the Southern California Law Review and was elected to the Order of the Coif (for academic performance in the top 10% of the graduating class). While in law school, Jong-min clerked for large firms in both Korea and the United States.

Prior to law school, Jong-min had a military career in South Korea for six years, first as a South Korean Army officer serving in the Joint Chiefs of Staff headquarters, and then as a civilian contractor for the U.S. Forces Korea. During his military service, he earned the Army Intelligence School Commandant's Medal and the Joint Staff Chief Director's Distinction, in addition to being selected as a member of the South Korean military delegation to Washington D.C.

Jong-min has native-level fluency in Korean and is intimately familiar with Korean culture and business practices. His background proves particularly advantageous in navigating the unique needs and challenges that Korean clients and counsels face.

EXPERIENCE

Represented leading test prep and college consulting company in a trademark opposition action before the Trademark Trial & Appeal Board over a competitor's confusingly similar trademark registration, resulting in the express abandonment with prejudice of the competitor's mark.

Represented a commercial real estate lessee against the lessor's attempt to invalidate the lease, developing a novel legal theory that prevailed at summary adjudication and was ultimately the sole basis of a favorable outcome at trial.

Represented a payment processing technology company over a dispute relating to the sale of a payment platform, which settled on favorable terms after mediation.

HONORS & AWARDS

Army Intelligence School Commandant's Medal, South Korean Army

Joint Staff Chief Director's Distinction, South Korean Army

ADMISSIONS

California, 2019