

## Yoon Hur

### Associate

### Intellectual Property



Yoon joined Edwin Coe as an Associate in the Intellectual Property team in March 2018. She was previously a Solicitor in Ashurst's Digital Economy department, qualifying into the team in March 2017 after completing her training contract at the firm.

Yoon has experience of dealing with data protection issues, including GDPR implementation and analysis, and drafting and negotiating GDPR-compliant agreements, and privacy notices and policies. She has reviewed, negotiated and drafted a wide variety of commercial contracts, and has advised on the IP aspects of corporate transactions. She has also advised on trade mark portfolio management.

Yoon studied Modern History at Jesus College, Oxford and graduated in 2012 with a 2:1 degree. She then completed the Graduate Diploma in Law Course at Oxford Brookes University (with Distinction) and the Legal Practice Course at the University of Law, London Moorgate (achieving a Commendation). Prior to her training contract, Yoon also undertook internships with international law firms in Hong Kong and Seoul.

### Expertise

- [Intellectual Property: Overview](#)
- [Data Protection](#)
- Commercial Contracts
- [Brand Protection and Exploitation](#)
- [Copyright and Related Rights including Database Rights](#)

### Credentials

- Speaks conversational Korean

### Contact

Telephone: +44 (0)20 7691 4145  
Email: [yoonyoon.hur@edwincoe.com](mailto:yoonyoon.hur@edwincoe.com)