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YoungJoo Song is a partner at KAI IP Law LLC (KAI IP) in Korea. Before passing the patent bar in 2004, Ms. Song worked as a simultaneous English interpreter and in-house interpreter in various industries, which helped her become a good listener and communicator. From 2012 to 2016, Ms. Song was an associate attorney at Kim & Chang, handling copyright and trademark matters for foreign clients. At KAI IP, her practice focuses on trademarks, copyrights and designs in both contentious and non-contentious matters. She manages the international trademark portfolios of several Korean clients, considering all aspects of portfolio management and strategy, based on her extensive experience in IP practices in various countries and in Madrid. Ms. Song is a frequent speaker at both national and international organizations and conferences and has contributed several articles to INTA Bulletin and APAA e-News. She discussed the issue of plain packaging at the AIPPI Annual Meeting in 2012, explained how the similarity of trademarks is determined in Korea at the PTMG Autumn Meeting in 2016, introduced recent changes in Korean trademark law at the INTA Annual Meeting in 2017, and discussed the interrelation of domain names with application names and trademarks at the IDRC-ADNDRC International Conference on Domain Name Dispute Resolution in 2017. Her topics are not limited to trademark issues. At three AIPPI Trilateral Meetings (China, Japan and Korea) in 2012, 2018 and 2019, she discussed the overlapping protection of industrial designs in Korea by copyright, design right and trademark right, the partial design system in Korea, and consumer survey evidence in trademark disputes, respectively. Ms. Song is currently Director of International Affairs of the Korean Patent Attorneys Association, Secretary of AIPPI Korea, and Director of International Affairs of the Korea Trademark & Design Association.