



Arthur J. Choy

Senior U.S. Attorney

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Summary

Arthur is a Senior U.S. Attorney. He advises on corporate and intellectual property matters, including mergers and acquisitions, cross-border transactions, and licensing. In addition, Arthur is experienced in international arbitration. Representative matters in Arthur's areas of focus include the following:

Cross-Border M&A:

Managing attorney of the legal team that advised POSCO on the establishment of a USD 600 Million joint venture in China, and that documented, negotiated with and submitted to the Korea Fair Trade Commission the related merger control filing in Korea.

Licensing:

1. Lead attorney for a U.S. client in discussions with (i) Samsung Electronics, Mobile Division, on the co-development and commercialization of wireless charging technology for potential implementation in mobile communication products, and (ii) LG Innotek on the co-development and commercialization of wireless charging technology for potential implementation in IoT products.
2. Established a licensing strategy and licensing platform for a Korean fintech startup regarding its blockchain-based fractionalized ownership technology; organized the startup's intellectual property into patented IP and trade secrets.

Technology Acquisition and Transfer:

Co-lead attorney for the client, a Korean pharmaceutical company, in structuring and leading a USD 250 Million

complex acquisition of the foreign counterparty's global patent portfolio related to cancer treatment, and related sponsorship rights to the Investigational New Drug Applications submitted to the US Food and Drug Association.

Litigation:

1. Co-lead attorney for TSMC in support of the client's key customer with regard to the customer's defense against a patent infringement and unfair competition complaint before the Korea Trade Commission (KTC).
2. With regard to the same KTC action, acted as co-lead attorney in a parallel Korean district court action whereby TSMC was the plaintiff in a breach of contract suit against the KTC complainant.

International Arbitration:

Lead attorney representing a Swiss multinational manufacturing company against a major Korean company in an international arbitration before the Korea Commercial Arbitration Board. Originated and developed the legal argument based on infringement of the client's trade secrets and breach of contract. Authored the brief submitted to the KCAB. The arbitration settled in favor of the client, resulting in payment of the requested damages to client.

Arthur is also a member of the faculty of the Korea Advanced Institute of Science and Technology as an adjunct professor. He lectures in the Master of Intellectual Property Program of the Moon-Soul Graduate School of Future Strategy of KAIST, where he teaches US intellectual property litigation and has taught licensing.

In addition to his experience in law, Arthur spent several years in company management. In 1991, Arthur joined Korean Microsystems, Inc., where he revived a struggling semiconductor business suffering from declining sales and protracted labor and management issues. After Arthur's promotion to CEO in 1996, he stabilized labor relations and reached an agreement with the union to disband, a first in the labor stronghold of Incheon, where the company was located. On the business side, Arthur implemented a technology transfer strategy by working closely with a number of Asian and North American technology companies that transformed the business into a specialty semiconductor packaging and testing company for power integrated circuits and transistors. In particular, he established a strategic and preferred supplier relationship with Samsung Electronics as the anchor customer, and expanded the customer base to include many of the global semiconductor companies, including ST Microelectronics, International Rectifier, IXYS, Harris Semiconductor, Nihon Inter, Renesas Electronics, Fujitsu Semiconductor, and Sanken Electric. With regard to the Japanese market, he entered into a strategic partnership with the ANA Group (owner of All Nippon Airways) which resulted in the successful penetration of that market.

Practice Areas

M&A, General Corporate, Intellectual Property, Licensing, International Arbitration

Education

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| 1987 | Columbia University, School of Law, J.D. |
| 1983 | Columbia University, Columbia College, East Asian Studies (cum laude; Taraknas Das Prize in Oriental Humanities), B.A. |

1981	Intensive Chinese language program administered jointly by Beijing University and the Council on International Educational Exchange
1978	Phillips Academy, Andover, H.S. Diploma

Professional Career

2024 – Present	Advisor, KOTRA, Invest Korea
2023 – Present	Senior U.S. Attorney, S&L Partners
2022 – 2023	Advisor, TESSA Co. Ltd.
2021 – 2022	Chief Legal Counsel, TESSA Co. Ltd.
2021 – 2023	Senior U.S. Attorney, Dentons Lee
2019 – Present	Outside Director, NeoPharm Co. Ltd.
2019 – 2021	Co-Vice Chairman, Event Committee, Licensing Executive Society
2018 – 2021	Executive Committee, Licensing Executive Society, Korea
2017 – 2021	Senior Foreign Attorney, Dentons Lee
2015 – 2018	Outside Director, It's Skin Hanbul Cosmetics Co. Ltd.
2015 – 2017	CEO, Partners K&K Limited
2012 – Present	Consultation Committee Member, Lecturer, Korea Invention Promotion Association
2011 – Present	Adjunct Professor, KAIST
2001 – 2005	Outside Director, The Leadcorp, Inc.
1996 – 2010	CEO, Enoch Semiconductor (fka Korean Microsystems, Inc.)
1991 – 1996	Director, Korean Microsystems, Inc.
1988 – 1991	Associate Counsel, Cookson America, Inc.
1987 – 1988	Associate, Finley, Kumble, Wagner, Underberg, Manley, Myerson and Casey

Publications

“Compelling foreign-based inventors to provide deposition testimony in the US”, In-House Community, September 1, 2017.

Membership

Connecticut Bar Association (admitted in 1991)

Languages

Korean, English, Chinese