



Timothy B. Yoo

Partner

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Practices:

Korea Practice, Intellectual Property, Entertainment, Complex Business Litigation, Civil Litigation

Timothy B. Yoo first-chairs high-stakes IP, technology, and commercial disputes for clients ranging from venture-backed startups to global Fortune 500 companies.

A Caltech-trained engineer turned trial lawyer, he combines deep technical fluency with courtroom experience that consistently delivers results in high-leverage disputes. Chambers USA 2025 notes he "is an excellent litigator, is very smart and has good judgement." The *Daily Journal* has named him one of California's Top Intellectual Property Lawyers for three straight years, and the *National Law Journal* recognized him as an "Intellectual Property Trailblazer."

Clients regularly retain Timothy on the eve of trial to take over high-exposure cases involving all types of disputes. In 2023, he was named "Trial Lawyer of the Year" by the Century City Bar Association in Los Angeles.

Timothy's ability to quickly master complex technologies efficiently and navigate intricate legal disputes makes him a sought-after advocate across multiple industries, including semiconductors, consumer electronics, automotive, fintech, cryptocurrency, and entertainment media. Recent highlights include:

- **Successfully defended the world's largest electronics contract manufacturer** in an arbitration hearing over next-generation atmospheric water-generation technology.
- **Won complete defense verdict** in a two-week federal jury trial on behalf of a unicorn fintech company against trademark and tortious-interference claims.
- **Defeated Microsoft's \$175 million breach-of-contract lawsuit** against the world's second-largest memory-chip maker (DRAM supply for Xbox One) after three-week federal jury trial.
- **Secured favorable resolution for blockchain company and its CTO** in multi-jurisdiction ICO fraud and securities litigation.
- **Currently representing a leading research university** in patent litigation against a multinational technology company over foundational 2D/3D mapping technology.

Before joining Bird Marella, Timothy served as head of international disputes for CJ Entertainment & Media, Korea's largest entertainment and media conglomerate. This experience gives him a unique edge in cross-border litigation and intellectual property enforcement for Asian companies navigating the U.S. legal landscape.

Timothy currently represents global K-pop stars BTS, SEVENTEEN, TXT, and their record label, HYBE, as well as Kakao Entertainment, TV Chosun Corp., MBC, Seoul Broadcasting System, NHN Bugs, and other leading media companies in U.S. copyright matters.

He is co-chair of Bird Marella's Korea Practice Group and a trusted legal strategist for global companies protecting their technology, brand, and intellectual property in the U.S.

Education & Admissions

- University of California, Berkeley School of Law, J.D., American Jurisprudence Award (Introduction to IP), 2007
 - California Institute of Technology, B.S., Applied & Computational Mathematics, 2004
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- California, 2007

Notable Matters

As lead trial counsel, secured a nearly \$30 million judgment for a multinational logistics company client after a bench trial in Los Angeles Superior Court in a matter involving fuel distribution throughout California. *Glovis America, Inc. v. Red Energy, Inc., et al.*, Case No. 23STCV07607.

As lead trial counsel, after several years of litigation including a two-week federal jury trial, secured a \$20-million-plus judgment in 2025 on behalf of his LED-display manufacturer client Galaxia Electronics Co., Ltd. in a breach-of-contract and promissory fraud case. *Galaxia Electronics Co., Ltd. v. Luxmax, U.S.A., et al.*, Case No. 2:16-cv-05144-JAK-GJS (C.D. Cal.).

Successfully defended one of the country's largest real estate firms as lead trial counsel in a nearly four-week jury trial in Los Angeles Superior Court in a case involving allegations of defective construction and material non-disclosures in a multi-unit, mixed-use development.

Won complete defense verdict in a federal jury trial for Pentius, LLC, a consumer-credit fintech company, on industry incumbent ConsumerDirect's trademark, false designation of origin, and intentional interference claims following a nearly two-week trial and just a few hours of

deliberations. *ConsumerDirect, Inc. v. Pentius, LLC, et al.*, Case No. 8:21-cv-01968 (C.D. Cal.).

Secured summary judgement on behalf of Korean media company Seoul Broadcasting System in a long-running copyright dispute concerning the works of South Korean composer Jae-Ho Lee. *Beom Su Lee v. Kim Yonja, et al.*, Case No. 2:23-cv-10677-MCS-E (C.D. Cal.)

Won copyright-infringement lawsuit on behalf of international K-pop sensation BTS and its label, HYBE Corporation. The plaintiff alleged that the idea for CJ E&M and HYBE's reality show *I-Land* was stolen from a written treatment for his original television series idea. The district court granted Timothy's first motion to dismiss without giving the plaintiff leave to amend – concluding that plaintiff's claims failed as a matter of law – and entered judgment in favor of his clients. *Bryan Kahn v. CJ E&M, BTS aka Bangtan Boys, and Big Hit Entertainment Company*, Case No. 2:21-cv-03230-DMG-KS (C.D. Cal).

Successfully defended Humax USA, Inc., a set-top box and wireless router distributor, in a patent-infringement lawsuit in the District of Delaware. Plaintiff had alleged that Humax USA's products infringed on its patents purporting to cover port-triggering functionality. After minimal discovery and the exchange of non-infringement positions, Plaintiff agreed to a voluntary dismissal. *CDN Innovations, LLC v. Humax USA, Inc.*, Case No. 1:23-cv-00159 (D. Del.).

Won copyright-infringement lawsuit in favor of a joint defense group comprised of some of Korea's largest media companies – Kakao Entertainment, Genie Music, NHN Bugs, TJ Media, Keum Young, MBC, and TV Chosun – concerning the works of South Korean composer Jae-Ho Lee. Successfully prevailed on successive motions to dismiss, securing a dismissal with prejudice. *Beom Su Lee v. TV Chosun, et al.*, Case No. 2:22-cv-00933-DSF-KS (C.D. Cal.).

In 2021, successfully defended the world's largest electronics contract manufacturer as lead trial counsel in a ten-day JAMS arbitration hearing in Los Angeles, California involving atmospheric water-generating technology.

Represented leading test prep and college consulting company in several trademark enforcement actions, including 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, *Elite Education Group International Inc. v. Elite Educational*

Advisors, LLC, TTAB Opposition No. 91270898, and a district court action against another competitor resulting in that competitor's agreement to rebrand entirely.

As co-lead trial counsel, achieved a complete defense verdict on behalf of his client SK hynix, the world's second-largest memory chip manufacturer, after a three-week jury trial in the Western District of Washington in a \$175-million breach-of-contract lawsuit brought on behalf of the Microsoft Corporation by its subsidiary insurer. *Cypress Insurance Co. v. SK Hynix America, Inc.*, Case No. 2:17-cv-00467-RAJ (W.D. Wash.).

Completely defended a \$50-million copyright-infringement lawsuit on behalf of his client CJ Entertainment & Media, Korea's largest media conglomerate, concerning the distribution of "K-pop" songs in the U.S. over the Beats Music platform. Prior to the commencement of extensive international discovery, Timothy was able to get the case dismissed in its entirety based on the doctrine of forum non conveniens, which the Ninth Circuit has noted is an "exceptional" remedy that is rarely to be used. *DFSB Kollektive Co. Ltd. v. CJ E&M, Inc., et al.*, Case No. 2:15-cv-01650-SVW-FFM (C.D. Cal.).

Defended ASRock America, a subsidiary of Taiwanese electronics contract manufacturer Pegatron Corporation, in a patent-infringement lawsuit involving high-performance WiFi routers, resulting in a favorable settlement for his client. *BE Labs, Inc. v. ASRock America, Inc.*, Case No. 2:19-cv-2637-JAK-AS (C.D. Cal.).

Favorably resolved a global trademark dispute on behalf of his snack-food manufacturer client World Peas Brand, the maker of Peatos™, against Frito-Lay.

Successfully defended an individual client in a trade-secrets-theft case against a tech conglomerate, resulting in the plaintiff tech company taking a license on his client's patents (embodying the alleged trade secrets).

Served as trial counsel for leading wireless device manufacturer in a patent infringement investigation before the International Trade Commission, resulting in a determination of non-infringement and invalidity of the asserted patent. ITC Investigation (337-TA-794).

Associations

- President, LACBA Counsel for Justice
- Member, Council of Korean Americans
- Fellow, Leadership Council on Legal Diversity (LCLD), 2016

Awards & Recognitions

- Ranked in Litigation: General Commercial by *Chambers USA*, 2025
- Named the Trial Lawyer of the Year by the Century City Bar Association, 2023
- Named Top Intellectual Property Lawyer by *Daily Journal*, 2022-2024
- Recognized as a Future Star by *Benchmark Litigation*, 2023-present
- Recognized among the Leading Litigators in America, *Lawdragon*, 2022-present
- Recognized as Minority Leader of Influence: Attorneys by *Los Angeles Business Journal*, 2022
- Recognized as Intellectual Property Trailblazer by *National Law Journal*, 2020
- Selected for "40 and Under Hot List" by *Benchmark Litigation*, 2018-2022
- Named "Top 40 under 40" in California by the *Daily Journal*, 2016

Articles, Publications & Podcasts

Articles & Publications

- Featured in Cover Story Interview, *Legal Times*, July 2023
- Author, "[K-Pop to Parasite – Navigating South Korean Business Culture](#)," Bloomberg Law, May 2020
- Author, "[Proliferation of Streaming Video Services Could Lead to Increased Regulations and Taxes on OTT Providers](#)," Daily Journal, April 2020
- Author, "[How Streaming Video Cos. Are Challenging New Taxes](#)," Law360, April 2020

Podcasts

- Guest, "[047: Tim Yoo on How to Study Elite Performers to Find an Edge](#),"
- *Khurram's Quorum*, February 2026
- Guest, "[031: Tim Yoo on What Lawyers Can Learn from Pro-Wrestling, Applied Mathematics, and Tennis](#)," *Khurram's Quorum*, January 2025
- Guest, "[Hsu Untied](#)," March 2024