

Timothy B. Yoo Discusses Korean Pop Culture's Thriving Impact on Global Business Landscape

Principal [Timothy B. Yoo](#) authored the *Bloomberg Law* article, "K-Pop to *Parasite*— Navigating South Korean Business Culture." The article details the rise of Korean entertainment as it reaches global phenomena, inevitably shaping the way content providers conduct international business. Yoo, who successfully defended [CJ Entertainment & Media](#) in a 2016 copyright infringement lawsuit involving the U.S. distribution of "K-Pop" songs, offers strategies for Korean content providers and their U.S. business partners to help navigate agreements and disputes as the demand for content grows.

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