

## Bird Marella

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*Guardian Angels Ready to Provide Comprehensive Support for Lawsuits Involving Korean Companies in the United States*

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When Korean companies become entangled in lawsuits in the United States, various American law firms are available to provide assistance, both domestically and internationally. Among them, Bird Marella, a litigation-focused law firm headquartered in Los Angeles, is making waves as a noteworthy player. Notably, Bird Marella is equipped with confident Korean speaking attorneys who can directly handle U.S. jury trials to represent Korean companies.

### **Korea Practice Group Comprising Eight Korean-American Attorneys**

Bird Marella boasts a strong Korean practice team (“**Korea Practice Group**”) of eight Korean-American attorneys, including the distinguished Harvard Law School graduate Ekwan Rhow, known for his expertise in trial advocacy, and Timothy B. Yoo, an engineering major from the California Institute of Technology (Caltech) renowned for his excellence in handling technology-related disputes in IP litigation and TMT related legal issues. These professionals have been bringing exceptionally successful results in litigation, arbitration, and other legal proceedings conducted on U.S. soil.

Timothy B. Yoo, having previously served as the head of international legal affairs for CJ E&M in Seoul, brings a wealth of experience to Bird Marella. Before joining Bird Marella, at WilmerHale, Mr. Yoo played a key role as a team representing Apple in the patent litigation case on mobile phones against Samsung Electronics. His noteworthy career includes spearheading legal strategies and representation in high-stakes cases, adding a valuable dimension to Bird Marella's legal prowess. Bird Marella's Korea Practice Group, comprising eight topflight attorneys focused on litigation and trials, stands as the most expansive litigation-specialized Korean practice team even when compared to major U.S. law firms. The firm's exceptional capabilities are evident in its past track record.

Bird Marella, representing HYBE in a lawsuit related to the production of the reality show 'I-Land,' skillfully fended off claims of idea theft in April of last year. In this case, Bird Marella secured a victory with a motion to dismiss, shielding HYBE from a potentially significant damages award. Moreover, in a recent representation of Hyundai Motors in a consumer class action lawsuit, Bird Marella obtained an early win for Hyundai through a summary judgment motion. This year, the firm continues to play a pivotal role as “the legal guardian angel” for Korean companies in the U.S., handling various types of lawsuits, including a patent infringement case related to wireless technology for set-top boxes pending in Delaware federal court.

Though Bird Marella does not have an office in Seoul, its presence in the Korean legal industry is undeniably strong. Renowned attorneys such as Ekwan Rhow, recognized as one of the top 100 trial lawyers in the U.S. legal publication, and Timothy B. Yoo, celebrated as 'one of the best IP attorneys in the U.S.,' play pivotal roles in this successful standing of the firm. Despite the absence of a physical presence in Seoul, Bird Marella's caliber and reputation are on par with that of any other major big U.S. law firm, racking up victories for Korean companies in U.S. lawsuits.

### **Firm's Transition to new name “Bird Marella Rhow”**

Bird Marella recently decided to incorporate the last name of Ekwan Rhow, who is currently leading the Korea Practice Group, into the firm's name, making it 'Bird Marella Rhow.' This change underscores the high regard and strength of the Korea Practice Group within Bird Marella.