



## Timothy B. Yoo

Partner

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**Practices:**

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

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Timothy B. Yoo is a go-to first-chair trial lawyer specializing in technology and intellectual property disputes.

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For three consecutive years, the *Daily Journal* has identified Timothy as one of the “Top Intellectual Property Lawyers” in California. He has also been recognized as an “Intellectual Property Trailblazer” in the U.S. by the *National Law Journal*. Additionally, in 2023, he was recognized by the Century City Bar Association in Los Angeles as its “Trial Lawyer of the Year.”

Due to his ability to understand complex technical concepts quickly and to solve complicated problems efficiently, Timothy has been sought out by clients across various industries, from emerging to global Fortune 500 companies, to handle their most significant complex matters. For example, his recent representations include the defense of the world’s largest electronics contract manufacturer in an arbitration proceeding over atmospheric water generating technology, defending the world’s second-largest memory chip maker in a \$175 million breach-of-contract lawsuit brought on behalf of Microsoft over the supply of DRAM chips for Xbox One, advising industry-leading OTT streaming content providers in several patent-infringement disputes across the U.S., and representing Korea’s largest OEM automotive supplier in a global patent-infringement dispute over on-board chip technology. In 2023, Timothy attained a complete defense verdict against claims of trademark infringement and tortious interference in a two-week federal jury trial on behalf of his consumer-credit fintech client.

Before joining Bird Marella, Timothy spent two years as the head of international disputes for Korea’s largest entertainment and media conglomerate, CJ Entertainment & Media, in Seoul, Korea. Based on that experience, a substantial portion of his current practice involves assisting Asian companies in traversing cross-border disputes and advising entertainment and technology companies on defending and asserting their intellectual property rights in the U.S. For example, Timothy currently represents global K-pop stars BTS and their record label, HYBE, as well as Kakao Entertainment, TV Chosun Corp., MBC, NHN Bugs, and others in copyright matters in the U.S.

He is co-chair of Bird Marella's [Korea Practice Group](#).

Recent examples of Timothy's winning briefs include:

[Hynix's Opposition to Plaintiff's Request for Leave to Amend](#)

[Forever 21's Motion to Transfer Venue](#)

[CJ E&M's Motion to Dismiss for \*Forum Non Conveniens\*](#)

[Music Express's Opposition to Plaintiff's Motion to Dismiss Counterclaims](#)

[Galaxia Electronics' Reply In Support of Motion to Dismiss Counterclaims](#)

[Chan-Woong Park's Reply In Support of Motion to Consolidate Cases](#)

## 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

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.).

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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.).

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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.).

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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, T.J. 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.).

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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.

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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.

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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.).

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As lead trial counsel, recovered millions on behalf of his LED-display manufacturer client Galaxia Electronics Co., Ltd. in a breach-of-contract case. Timothy successfully petitioned the court for a Right to Attach order – an extraordinary pre-judgment remedy that allowed Galaxia to attach millions' worth of defendants' assets, including bank accounts and inventories. After having its bank accounts seized, the primary defendant filed for Chapter 7 bankruptcy. Following a vigorous pursuit of the debtor in that bankruptcy action, including extensive document discovery and a Rule 2004 examination of the company's principal, Timothy was able to secure the recovery of several millions from the debtor's bankruptcy estate. *Galaxia Electronics Co., Ltd. v. Luxmax, U.S.A., et al.*, Case No. 2:16-cv-05144-JAK-GJS (C.D. Cal.).

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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.).

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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.).

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

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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).

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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

- Named the Trial Lawyer of the Year by the Century City Bar Association, 2023
- Named Top Intellectual Property Lawyer by *Daily Journal*, 2022-present
- Recognized as a Future Star by *Benchmark Litigation*, 2023

- Recognized among the Leading Litigators in America, *Lawdragon*, 2022-2023
- 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

- 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