

SOUTH KOREA EDITORIAL SUBMISSION REQUEST

We will soon be starting research for the 2020 edition of *The Legal 500 Asia Pacific*, and invite you to provide us with editorial submissions according to the attached guidelines.

Client referees should reach us no later than **Friday 21 June 2019**. No referee will be accepted after this date.


Submissions should reach us no later than **Friday 21 June 2019**.

The following guidelines will help you to prepare a submission.

Law firms appear in the editorial sections of *The Legal 500* free of charge. Any queries regarding directory listings (ie paid-for advertising entries) should be addressed to **Ben Lovell** (email ben.lovell@legal500.com).

If you have any queries, please email the address below, although you may first wish to check the Frequently Asked Questions PDF at: legal500.com/assets/pages/about-us/get-involved.html.

Yours sincerely



John van der Luit-Drummond
Editor, The Legal 500 Asia Pacific
editorial@legal500.com

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Editorial submissions should reach us no later than Friday 21 June 2019

Follow-up research will be conducted between 8 July and 9 August 2019

Details of the editors and researchers responsible for individual regions will be posted on our website on 8 July 2019 at legal500.com/assets/pages/about-us/get-involved.html

Submissions by practice area

The editorial of *The Legal 500* is structured by practice area. Submissions should include the following information in order:

- 1) Client referees – provided in a separate Excel document
- 2) Introductory bullet points
- 3) Feedback about previous edition or market
- 4) Contact details
- 5) Team information
- 6) Next generation lawyers
- 7) Detailed work highlights
- 8) List of active clients

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Confidentiality

All information provided to us may be published by all The Legal 500 and Legalease Ltd products, unless it is marked as confidential. Please identify clearly any confidential information – whether client names, deal or case values, or other details – by marking that information **CONFIDENTIAL**, in bold red and upper case. Please use red typeface for all of the confidential information.

Please avoid putting global confidentiality restrictions at the front of submissions. Please also try to be as clear as possible about what exactly is confidential; is it the case as a whole, the name of the client, or the issue/value at stake?

Sending submissions

- You can now use The Legal 500 Submissions portal to email your Word document and accompanying client referee spreadsheets to our research team. Please go to <https://submissions.legal500.com/wp-login.php> and login for full instructions.
- Alternatively, please email your submission to editorial@legal500.com
- If emailing, please mark the subject line as follows:
Asia/South Korea/Practice area/Firm name
eg **Asia/South Korea/Corporate and M&A/Smith & Jones LLP**
- You should also send a spreadsheet of client referees relating to the practice area in the same format (see page 5). Please note, the deadline for submitting client referees is 21 June 2019
- Please ensure you send your submissions in by the deadline. The timetable for the research will be adhered to rigorously

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Detailed submission guidelines

Please provide a separate document for each practice area. For each practice area, please provide the following:

Introductory bullet points

Brief bullet points introducing key points about your practice. For example, mention hires and departures, tell us what you are best known for, point out a very significant case or deal. Avoid lengthy paragraphs and avoid unsubstantiated claims

Feedback on the 2019 edition

Do you agree with the ratings the practice received in the editorial and ranking of the 2019 edition? Law firms are encouraged to provide brief feedback, including advising as to a suggested ranking for the forthcoming edition, based on evidence. (Please bear in mind that firms are ranked alphabetically within tiers)

Contact details

Please provide contact details for the person we should contact to arrange to follow up on the submission, ie contact name, position, email address and telephone number

NEW: Next generation lawyers

The rankings in The Legal 500 focus on the bench strength of the teams within law firms. Currently we highlight partners in the leading individuals lists and within the editorial. Responding to feedback from GCs, who regularly assess the quality of the associates before they look at the partners – or simply look to the team as a whole – we also include a list of Asia Pacific’s leading ‘next generation’ of partners. We encourage firms to include information about senior associates and counsel in the submission whom they feel make a material difference to the practice’s offering, and who have a strong case to be recognised by The Legal 500 as rising stars. This should include client referees and it should include credit given in the detailed work highlights. We also encourage firms to nominate women and minority lawyers for these sections.

Team information

Please avoid including extensive biographies. The information required here is as follows:

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- Head of team (including job title, email address, and telephone number)
- Leading individuals in team – indicate areas of expertise
- Next generation lawyers (see above) – indicate length of legal practice and areas of expertise
- Significant recent arrivals and departures
- Partners who spend more than 50% of their time working in the practice area
- Number of other partners in the team
- Number of associates/assistants in team
- Include office location of all individuals named

Referees (separate document)

Please provide a list of referees we can contact for feedback. All referees will be contacted by email. The list should preferably contain both longstanding referees and more recent client gains. Some junior referees can be more responsive than senior figures. 20 referees per practice area is a good minimum guideline, if possible. You may provide as many referees as you wish – we will contact all referees that are submitted on time. Late client referees will not be contacted

Referees MUST be provided by 21 June 2019 in a separate document – please use the client referee template at: legal500.com/assets/pages/about-us/get-involved.html

For more information about how to fill in the referee spreadsheets, please read the guideline document at legal500.com/assets/pages/about-us/get-involved.html

Detailed work highlights

(All work referred to should fall between June 2018 and May 2019)

Please provide details of up to 20 transactions, cases or other instructions only. These should be matters which the firm considers to be significant and which indicate the team's range of recent expertise. Try to reflect the breadth of the law firm's experience, not simply the biggest mandates. In each instance, please identify the firm's role, indicate which partner(s) led the advice and mention start/end dates. Please identify the client. You are also encouraged to elaborate briefly in order to put each transaction/case/instruction in context, rather than simply listing the matter in question. At least one matter should be cleared for publication.

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You may also identify other highlights, for example new client gains or panel appointments. Also useful are any hard facts that can be provided to put the practice in context; for example, for transactional practice areas, consideration will be given to the total number of deals handled and the aggregate deal value for the year

The focus of the research is on recent work. If you think older work is significant – or would help us better to understand the practice – then please do mention it and explain why it is of interest

Tip: If submitting in an area for the first time, it is recommended that you include several examples from the previous two years, as well as at least 10 new examples of work.

Active clients

Providing a list of active key clients or panel appointments is a quick way to convey much useful information. **Identify new clients and indicate length of longstanding client relationships**

Barristers

We welcome any feedback on The English Bar practising in Asia that you have either used or been on the other side of. Please email any feedback separately, to editorial@legal500.com, with the subject lines:

- **Asia/Bar feedback/[Practice area].**

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List of practice areas: South Korea

- Antitrust and competition: Local firms
- Antitrust and competition: Foreign firms*
- Banking and finance: Local firms
- Capital markets: Local firms
- Capital markets: Foreign firms*
- Corporate and M&A: Local firms
- Corporate and M&A: Foreign firms*
- Dispute resolution: Local firms
- Insurance: Local firms
- Intellectual property: Local firms*
- Intellectual property: Foreign firms*
- International arbitration
- Labour and employment: Local firms
- Projects and energy: Local firms
- Projects and energy: Foreign firms*
- Real estate: Local firms
- Regulatory: compliance and investigations: Local firms
- Shipping: Local firms
- Shipping: Foreign firms*
- TMT: Local firms
- Tax: Local firms

* The foreign firms sections invite firms to submit regardless of whether they have an office in South Korea.

* The Intellectual property: Local firms section now includes law firms and specialist patent and trade mark attorneys.

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Want to suggest a new area to cover?

Email editorial@legal500.com setting out the case, including the following information:

- the practice area/s you would like to see introduced
- the parameters of the practice area/s as you would see it
- the reasons why you feel these new sections are merited
- 4 or 5 highlights of this type of work which your law firm has handled in the past 12 months
- a list of other law firms which are also active in this practice area (usefully including relevant contact details, in case we wish to contact them for their view too)