

SANG WHA LEE, LL.M. (WU)

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IT/IP Law Group, Institute for Business Law

Vienna University of Economics and Business (WU)

ACADEMIC EDUCATION

Vienna University of Economics and Business 07/2017 - Present
Doctoral Program in Business Law

Vienna University of Economics and Business 2014-2017
Master Program in Business Law
Master Thesis: Preserving Trade Mark Rights using Fluid Trademarks

Vienna University of Economics and Business 2009-2012
Bachelor Program in Business Law
Bachelor Thesis: Criteria for Assessing the Public within the meaning of Sec 18 Austrian Copyright Law - Austrian Supreme Court, 4 Ob 249/03a

ACADEMIC PRACTICE

Vienna University of Economics and Business 03/2017 - Present
Teaching and Research Associate prae doc IT/IP Law Group, Institute for Business Law

- Intensive research and teaching in the field of copyright, industrial property rights and business law

Vienna University of Economics and Business 02/2015 - 02/2017
Teaching and Research Assistant IT/IP Law Group, Institute for Business Law

- Intensive research in the field of copyright, industrial property rights and business law
- Assistance in teaching

Vienna University of Economics and Business 09/2014 - 02/2015
eLearning Assistant Institute for Business Law

- Development of online distance learning platform *Learn@WU*

OTHER PRACTICE

Jubiläumsstiftung der Wirtschaftsuniversität Wien, Privatstiftung 03/2017 - Present
Legal Advisor

- Legal advisory in the field of private foundation
- Preparation of documents for meetings

TEACHING EXPERIENCE

Intensive Course “**Competition and Intellectual Property Law**” (Bachelor’s Program “Business Law”)

Lecture “**Private Commercial Law I**” (Bachelor’s Program “Business, Economics and Social Sciences”)

Lecture “**Competition Law, Antitrust Law and Intellectual Property Law**” (Bachelor’s Program “Business Law”)

Lecture “**Competition Law and Intellectual Property Law**” (Master’s Program “Business Law”)

PUBLICATIONS

Journal Articles (English)

- *Lee, Sang Wha.* 2018. **Hate Speech: The Obligation of Social Media Platforms to Delete Offensive Postings.** In: M&R-Int Medien und Recht International 2018 (2), 60-63.
- *Homar, Philipp/Lee, Sang Wha.* 2016. **The Rise of the Prosumer - An Introduction into Prosumerism and Participatory Culture.** In: M&R-Int Medien und Recht International 2016 (4), 152-155.
- *Lee, Sang Wha.* 2016. **Possible Solution for UGC in the EU?.** In: M&R-Int Medien und Recht International 2016 (4), 170-172.

Journal Articles (German)

- *Lee, Sang Wha.* 2015. **Further exclusive rights for broadcasting service providers possible.** In: Zeitschrift für Energie und Technikrecht 2015 (2), 130-132.

Online Publications (German)

- *Lee, Sang Wha.* 2019. **Exploitation.** Lexis Briefings Law of Unfair Competition. In: lexis360.at.
- *Lee, Sang Wha.* 2018. **Hindering Competition.** Lexis Briefings Law of Unfair Competition. In: lexis360.at.
- *Lee, Sang Wha.* 2018. **Bribery.** Lexis Briefings Law of Unfair Competition. In: lexis360.at.
- *Lee, Sang Wha.* 2018. **Breach of Law/Contract.** Lexis Briefings Law of Unfair Competition. In: lexis360.at.
- *Lee, Sang Wha.* 2018. **Pyramid Scheme.** Lexis Briefings Law of Unfair Competition. In: lexis360.at.
- *Lee, Sang Wha.* 2018. **Unfair Commercial Practice.** Lexis Briefings Law of Unfair Competition. In: lexis360.at.
- *Lee, Sang Wha.* 2017. **Claims pursuant to Trade Mark Law.** Lexis Briefings Trade Mark Law. In: lexis360.at.
- *Lee, Sang Wha.* 2017. **Exclusive Rights.** Lexis Briefings Trade Mark Law. In: lexis360.at.
- *Lee, Sang Wha.* 2017. **The Principle of Registration and the Term of Protection.** Lexis Briefings Trade Mark Law. In: lexis360.at.
- *Lee, Sang Wha.* 2017. **Free Use.** Lexis Briefings Trade Mark Law. In: lexis360.at.
- *Lee, Sang Wha.* 2017. **Exhaustion of Trade Mark Rights.** Lexis Briefings Trade Mark Law. In: lexis360.at.
- *Lee, Sang Wha.* 2017. **Genuine Use of Trade Marks.** Lexis Briefings Trade Mark Law. In: lexis360.at.
- *Lee, Sang Wha.* 2017. **Cancellation of Trade Marks.** Lexis Briefings Trade Mark Law. In: lexis360.at.

- *Lee, Sang Wha.* 2018. **Jurisdiction in Trade Mark Claims.** Lexis Briefings Trade Mark Law. In: lexis360.at.

ACADEMIC PRESENTATIONS

Presentations on international conferences (English)

- *Lee, Sang Wha.* 2018. **Hate Speech and Shitstorm: The Obligation of Social Media Platforms to delete Offensive Comments.** WU Research Group Meeting “Legal Implications of the Platform Economy”, 2018-03-12, Vienna University of Economics and Business, Vienna (Austria).
- *Lee, Sang Wha/Treitl, Veronika.* 2016. **Is there room for the “Dancing Baby” under the InfoSoc Directive?.** Joint Research Project on Prosumerism and IP, 2016-03-08, Vienna University of Economics and Business, Vienna (Austria).

Public Lecture (German)

- *Lee, Sang Wha/Struth, Katharina/Winner, Martin/Z“chbauer, Peter.* 2019. **Social Media: What is Triggering the Liability?.** WU matters. WU talks., 2019-03-06, Vienna University of Economics and Business, Vienna (Austria).
- *Lee, Sang Wha.* 2018. **Hate Speech on Social Media: Liability of Host Providers?.** Summer School on Austrian Law, 2018-09-03, Comenius University, Bratislava (Slovakia).