

Young Ju Yoo ("Andy")

Experience:

Pearson Education, Inc., Old Tappan New Jersey.

Vice President and Associate General Counsel (2014- Present): Experienced strategic and commercial attorney with a broad range of experience in the Intellectual Property/Publishing/Antitrust/Education sector. Experience supporting all areas of education, including Higher Education, K-12, Workforce Readiness and the IT/Technology. Pragmatic and efficient team-player understanding the need to balance legal issues/risks with the goal of achieving larger corporate business objectives. Diversity and Inclusion advocate and champion within Pearson and in the wider legal profession.

- Led and managed a team of fifteen legal professionals through a business/legal reorganization; provided the team overall direction, training and career development; coordinated the provision of legal services to the Higher Education Group, including the oversight of outside counsel; managed a lean operational budget for the team.
- Collaborated and partnered with senior management on issues/transactions related to data privacy, intellectual property, author relationships, royalty audits, licensing and development deals, vendor and outsourcing relationships, efficacy and research, workforce readiness and employability, and publishing relationships; coordinated legal services with centers of excellence to provide specialist legal support for particular sensitive matters such as data privacy, IP, M&A, litigation, etc.
- Managed strategic review of systems and processes for legal team contracts function including document/rights management and template development, aligned with the overarching goal of process improvement, efficiency, and corporate asset protection.
- Advised and structured programs and products/services to comply with children's privacy (COPPA), student privacy (FERPA), EU data directive and safe harbor, and other privacy and data security laws, regulations and best practices; managed hot button data privacy issues with our data privacy team in connection with our digital courseware.
- Counseled and advised on emerging legal, regulatory and compliance risks and regulations, including on antitrust, consumer protection, marketing and promotions, gift and ethics compliance and adherence with Pearson's Code of Conduct; reviewed and vetted related campaigns on social media.
- Managed litigation and dispute resolution for the business units related to their business functions including author claims, copyright, trademark, third party permissions, right of publicity, advertising and promotions, infringement claims, DMCA notices and other intellectual property matters.
- Led diversity and inclusion initiatives throughout the legal department as the chairman of our Diversity and Inclusion Committee, including but not limited to adopting/implementing Diversity Pledge, ABA Resolution 113, Mentoring Programs with the National Federation of the Blind, and Scholarship Programs with PipelinetoPractice Foundation.

Pearson Education, Inc., Upper Saddle River, New Jersey.

Vice President and Senior Counsel (1999-2014): Pearson School Group and Pearson Technology Group.

- Provided primary counsel for business development teams on highly complex digital transactions including with Apple, Microsoft, Google, Amazon, and Barnes & Noble (and other leading technology companies) structuring, negotiating and creating various content distribution programs including ebook distribution deals (reseller and agency), app development deals, video courseware program offerings, special promotional offerings and other digital content distribution program.
- Structured and negotiated major co-publishing and IT alliance programs with major technology vendors including Cisco, Microsoft, IBM and O'Reilly Media.
- Advised and managed legal aspects of author relationships, including author contracts, disputes, terminations, and royalty audits/liabilities.
- Counseled and guided sales teams on the RFP/bids and public procurement process including state and local school district issues related to instructional materials adoptions.
- Negotiated content, software, application and platform development agreements including counseling on open source (OER) and open publication licensing issues in connection with content development.

- Advised on antitrust and distribution issues including Robinson Patman, ebook agency issues, resale pricing issues, MFN, and other competition, pricing and distribution issues.
- Managed Federal and state investigations and Inspector General Investigations commenced by various educational agencies.

Viacom International, Inc., New York, New Jersey: 1997-1999.

Associate Counsel: Supported all the business functions of the Viacom/Simon & Schuster K-12 Education Group and Information Systems/Technology Groups (Pearson Technology Centre).

- Structured, negotiated and documented various types of transactions including software licensing (as both licensor and licensee), software development, sales and distribution agreements.
- Drafted content licensing agreements for the internet and other distribution channels, author agreements, work-for-hire agreements.
- Handled subsidiary rights sales (including translation, reprint, and film/television/video rights), joint ventures and co-publishing arrangements.
- Worked with the information technology group on matters related to the company's information systems backbone (both hardware and software), corporate digital archive (digital image library) and supersite (internet selling site).
- Managed all legal aspects of the Year 2000 efforts firm-wide and acted as the legal department's representative on the steering committee overseeing all Year 2000 compliance programs.

Cravath, Swaine & Moore, New York, New York: 1991-1996.

Corporate Associate. Represented domestic and international clients (financial institutions and multinational corporations) as the principal associate on a wide variety of general corporate matters.

- Negotiated and drafted asset and stock sales, and secured and unsecured bank debt financings.
- Negotiated partnerships, joint ventures, and shareholder arrangements; representative clients include IBM, Unilever, and Time Warner.
- Provided advice on periodic 1934 Act reporting and listing requirements.
- Negotiated and documented transactions in the corporate group representing underwriters and issuers in a wide variety of public and private offerings of debt and equity securities including in connection with initial public offerings, shelf takedowns, medium-term note programs, structured debt programs, and cross-border financings.
- Researched legal issues and wrote legal memoranda on a variety of securities issues, SEC requirements, listing requirements and other general corporate and corporate governance matters.

Education:

New York University School of Law, New York, New York

Juris Doctor Degree, May 1991

Honors: New York University Law Review

Order of the Coif

Magna Cum Laude

Cornell University, Ithaca, New York

B.A. in Economics, May 1988, Arts and Sciences School

Honors: Graduated with Distinction

Dean's list every year

Admissions: New York, New Jersey (in house licensure)

Professional Associations: Pipeline to Practice Foundation Board of Directors and Mentor (Diversity), MCCA (Host Committee Member), National Federation of the Blind Mentor, Association of Corporate Counsel (ACC) NJ Chapter, NAMWOLF Advisory Board, Diversity Lab, ABA Antitrust Section, Association of American Publishers (AAP), Speaker at Diversity and Inclusion Conferences and Seminars.

