



## Lim Zhi Jian

### Partner

Jian advises on protection, management and monetisation of IP rights for his clients which include Fortune 500 companies, public listed companies, government linked companies and tech start-ups. He has carved a name for handling complex and contentious litigation matters with a specialisation in intellectual property (IP) law.

Jian is recognised as a Recognised Practitioner by Chambers Asia Pacific and ranked as a Next Generation Lawyer by Legal 500. He is also named as an Up and Coming Lawyer by Chambers Asia Pacific and Future Star by Benchmark Litigation. He also has the distinction of being one of 15 lawyers named as a Malaysia Rising Star in 2021 by Asian Legal Business.

Jian sits on the ICC Malaysia Intellectual Property Committee.

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### Qualifications

- LL.B (Hons), University of London
- Advocate & Solicitor, High Court of Malaya

### Practice Areas

- Corporate Litigation & Risk Management
- Cyber Security
- Intellectual Property
- Sports
- Technology, Media & Telecommunications (TMT)

**REIMAGINING  
LEGAL  
SOLUTIONS**

## Awards / Accolades

- Malaysia Rising Star by Asian Legal Business (2021)
- Up and Coming and Ranked Firm in Intellectual Property by Chambers & Partners Asia Pacific (since 2020)
- Next Generation Partner and Leading Firm in Intellectual Property by The Legal 500 Asia Pacific (since 2018)
- Recommended Lawyer and Leading Firm in Dispute Resolution by The Legal 500 Asia Pacific (2021)
- Future Star and Recommended Firm in Intellectual Property by Benchmark Litigation (since 2020)
- Recommended expert for enforcement and litigation by World Trademark Review 1000 (since 2018)
- Recommended expert for prosecution and strategy by World Trademark Review 1000 (since 2018)
- Global IP Awards 2020 by World Trademark Review 1000 (2020)
- Asia IP Rankings by Asian Legal Business (since 2019)
- Recognised Practitioner by Chambers & Partners Asia Pacific (2018, 2019)
- Firm of the Year by World Trademark Review 1000 (2018)

## Publications

- Trade Marks Act chapter of the Malaysian Civil Procedure (Sweet & Maxwell, 2015,2018)
- Intellectual Property, Global Comparative Guide (The Legal 500 Series, 2017)
- Media, Advertising, and Entertainment Law Throughout the World (Multilaw, 2018)
- Expert Guide — Intellectual Property (2018)
- Trademark Navigator (Lexology, 2019)
- Copyright Q&A (Chambers, 2019)
- Patent Litigation Guide (Chambers, 2019)
- Trademark Guide (Chambers, 2019)
- The In-House Lawyer (Legal 500)
- Corporate Disputes Magazine - Trademark (Financier Worldwide, 2019)
- The Legal 500 Country Comparative Guides for Intellectual Property (2020 & 2021)
- Trademarks Law and Practice in Malaysia (2020 & 2021)
- Copyright Law and Practice in Malaysia (2020 & 2021)
- Patent Litigation Law and Practice in Malaysia (2020 & 2021)
- Trade Secrets 2021 Law and Practice in Malaysia

## Notable Reported Cases

- Rolls-Royce Plc & Anor v Saujana Hotel Sdn Bhd [2020] 7 MLJ 161
- Orange Business Services (Network) Sdn Bhd v Dealtel (Malaysia) Sdn Bhd And Another Suit [2019] MLJU 477; [2019] 1 LNS 771
- Philip Morris Brands Sarl v Goodness For Import And Export & Ors [2018] 7 MLJ 350; [2017] 10 CLJ 337
- Telekom Malaysia Bhd & Anor v CA Multimedia Sdn Bhd & Ors [2019] MLJU 1664; [2019] 1 LNS 2005
- Bank Kerjasama Rakyat Malaysia Bhd v Koperasi Amanah Pelaburan Bhd [2020] 11 MLJ 1; [2020] 6 CLJ 203
- Thene Arulmani Chelvi A/P Arumugam V London Weight Management Sdn Bhd [2019] 6 MLJ 439; [2020] 5 CLJ 260
- Chin Cheen Foh & Ors V Saujana Resort (M) Berhad [2018] MLJU 1332; [2018] 1 LNS 1421
- Dynacast (Melaka) Sdn Bhd & Ors V Vision Cast Sdn Bhd & Anor [2016] 3 MLJ 417; [2016] 6 CLJ 176
- Goodness For Import And Export V Phillip Morris Brands Sarl [2016] 5 MLJ 171; [2016] 7 CLJ 303
- Lionex (M) Sdn Bhd V Allen Lim Lai Wah & Ors [2016] MLJU 967; [2016] 1 LNS 1799
- Philip Morris Brands Sarl V Goodness For Import And Export & Ors (No 1) [2013] 9 MLJ 351
- Philip Morris Brands Sarl V Goodness For Import And Export & Ors (No 2) [2013] 9 MLJ 484