**LIM Zhi Jian**

*Partner* [Insert Photo DSC 846]

E: zhijian@ganlaw.my

**PROFILE**

The youngest practitioner in Malaysia to be named *Recognized Practitione*r by Chambers Asia Paciﬁc in 2018, Jian who was also ranked *Next Generation Lawyer* by Legal 500 that same year handles complex and contentious litigation with a wealth of experienced focus in IP, having trained it in since his first year of practice.

Jian began his career in Lee Hishammuddin Allen & Gledhill. He was made Partner in 2018 before joining Gan Partnership 3 years later.

In addition to litigation, Jian advises on protection, management and monetization of IP for his clients which include Fortune 500 entities, domestic and international public listed companies, government linked companies and tech startups.

Jian went on to be awarded further recognition the following year when he was ranked *Next Generation Lawyer* by Legal 500, *Up and Coming Lawyer* by Chambers Asia Pacific, *Future Star* by Benchmark Litigation and together with Bahari Yeow formed part of the team that won *Firm of the Year* by World Trademark Review.

In his pro bono capacity, he is a panel judge for an annual international moot competition.

**PRACTICE AREAS**

* Dispute Resolution
* Intellectual Property

**ADMISSION**

Advocate and Solicitor of the High Court of Malaya

**QUALIFICATIONS**

* LL.B (Hons), University of London
* Certificate in Legal Practice

**LANGUAGES**

English, Malay

**RELEVANT EXPERIENCE**

Some significant matters which Jian has involved in:

* Represents a fuel company in a multi-jurisdictional patent dispute involving a patented diagnostics technology
* Manages the local and international portfolios of intellectual property rights for a group company specialising in hospitality and plantations
* Advised a Fortune 500 company on the advertising, labelling, and packaging for alcoholic drinks from the perspective of Malaysian laws
* Advised a multinational telecommunication country in a series of trademark prosecutions concerning marks that are of an inherently difficult to register nature.
* Advised a famous electrical and electronic company on issues relating to trademark cancellation and protection regarding their legacy trademarks
* Advised a Chinese tech giant in respect of trademark prosecution and protection from the Malaysian laws perspective.

**AWARDS & ACCOLADES**

Among others, Jian has been recognized by independent rankers and client testimonials as, *inter alia:*

* *“first rate”*
* *“subject matter experts who provide fast responses, customized service and flexible arrangements”*
* *“leverages its unparalleled attentiveness, commitment and enthusiasm in client work to set the gold standard in cost-effectiveness, expertise and commercial acumen for top-tier law firms“*
* *“go the extra mile in order to secure the most favorable outcomes”.*
* *“Amazing work quality aside… extra careful around situations of potential conflict of interest.”*
* *“With a detailed understanding of the client’s business and how various areas of law are interconnected, they show a high degree of agility and creativity, with robust expertise in industry-specific regulations and consumer protection to boot”.*
* *“…the kind of lawyer who “open to discussing legal arguments and ideas with clients and render well-considered and commercially attuned advice”*
* *“ability in capturing and distilling complex technical notions into plain language makes it easy for clients’ easy comprehension and decision-making”*
* *“resourceful, eﬃcient, accommodating, committed and solution-driven”*
* *“thinks outside the box.”*

**PUBLICATIONS**

Jian has authored/ co-authored various publications including:

* Trade Marks Act chapter of the Malaysian Civil Procedure (Sweet & Maxwell, 2015)
* Trade Marks Act chapter of the Malaysian Civil Procedure (Sweet & Maxwell, 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)
* Trademarks 2020 Law and Practice in Malaysia
* Copyright 2020 Law and Practice in Malaysia
* Patent Litigation 2020 Law and Practice in Malaysia
* Corporate Disputes Magazine - Trademark (Financier Worldwide, 2019)
* Trademarks 2020 Law and Practice in Malaysia
* Copyright 2020 Law and Practice in Malaysia
* Patent Litigation 2020 Law and Practice in Malaysia