

Ai-Leen Lim

CEO and Principal Counsel AWA Asia

Ai-Leen Lim leads AWA Asia's offices as CEO and Principal Counsel, managing its headquarters in Hong Kong and its wholly-owned Chinese IP consultancy in Beijing. She is admitted as an advocate and solicitor in Singapore, and is also qualified to practice in Hong Kong and the UK.

Ai-Leen Lim has been advising clients for over twenty years on IP portfolio management in China, Hong Kong and internationally, with a special focus on brand management and IP strategy. She is experienced in contentious and non-contentious trademark, design and patent registration, protection and enforcement matters and IP transactions, as well as advertising, consumer law, social media and related regulatory issues in conjunction with market entry and product promotion.

Her client base ranges from IP rich fast-growing startups to Fortune 500 clients in relation to their IP protection and asset management issues, as well as commercial transactions involving IP assets (including IP audits, licensing, franchising and due diligence).

With more than 20 years' experience as an IP lawyer and strategist, Ai-Leen continues to be internationally ranked as a leading IP practitioner by major industry publications and legal directories including: Chambers Asia-Pacific, Legal 500 Asia-Pacific, Managing Intellectual Property, The World Trademark Review, World Intellectual Property Review, Expert Guides and Who's Who Legal. She has also been recognized as one of "The Top 250 Women in IP" by Managing Intellectual Property.

Prior experience

- Partner, Bird & Bird (2008 – 2015) Head of trademark portfolio management in Greater China (Beijing and Hong Kong)
- Head of IP, Resident Partner (Hong Kong) & Chief Representative (Beijing), Colin Ng & Partners (2002 – 2008)
- Associate, Stephenson Harwood
- Assistant Registrar of Trademarks and Patents, Registry of Trademarks and Patents (Singapore)



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Practice areas

- Copyright
- Design
- Internet law & domain names
- IP due diligence
- IP transactions & licensing
- IP Strategy
- Marketing law
- Trademarks

Industry expertise

- Automotive
- Cleantech
- Electronics
- Food & beverage
- Software & IT
- Life sciences
- Materials technology & nanotech
- Media & entertainment
- Medtech
- Pharma
- Telecom
- Building & construction

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Selected publications

- "Social Media and Brand Building in China", World Trade Mark Review, Feb/ March 2015
- "Court uses social media to conduct survey on likelihood of confusion", World Trademark Review Daily, June 2014
- "Product endorsements under new (Hong Kong) Trade Descriptions Ordinance- more guidance needed" World Trademark Review, Nov 2013
- "The new Chinese Trade Mark Law at a glance", Intellectual Asset Management, Nov/ Dec 2013
- "BMW: another victorious ride in the battle to protect its marks" World Trademark review Daily, Mar 2012
- "Draft Administrative Measures for Recall of Health Food Products under Consultation (China)", Aug 2011
- "Anti- counterfeiting Guide" (Hong Kong chapter) World Trade Mark Review, Nov 2008

Languages

- English
- Chinese (Mandarin, Cantonese)

Education

- LLB (Hons), Law from National University of Singapore