



BONadvocates.com

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## Firm Profile

### **BON, Advocates.**

BON, Advocates, the commune, was established by Edmund Bon who has been in practice for more than 16 years. At present, BON is a tightly-knit team of four specialist counsel with various levels of experience and expertise.

The firm is client-centric and result-driven. From contract negotiations to dispute resolution, BON provides sound advice and deploys practical legal methods and tactics in the application of the law for the benefit of its clients. Specialising in the art of advocacy and employing BON's self-crafted 'total law solution', the firm provides holistic answers to meet its clients' needs in today's challenging environment.

The firm is regularly consulted by individuals, public-listed companies, financial institutions, regulatory and law enforcement authorities, and civil society organisations for strategic corporate and litigation advice on high-profile and complex cases. Counsel at BON routinely appear before trial and appellate courts instructed on a range of briefs in the following areas of law: commercial, corporate, capital markets, construction, criminal, defamation, land, matrimonial, personal injury, securities, water, administrative, constitutional, human rights, and private international law.

BON only accepts a limited number of briefs every year. Given this, the firm provides the required personal attention to all of its clients and speedily delivers customised legal services to them.

In upholding the values and responsibilities of the Malaysian Bar, a major part of counsel's time at BON is spent on pro bono legal services and representation for impecunious persons particularly in matters of public interest. Fees earned by the firm - especially from the well-off - are channelled towards funding legal assistance for the lower-income group. We fight for the 99%.

BON's cause is to revolutionise the profession, radicalise lawyers and reshape legal education. In this new age of law, counsel at BON 'own' the firm and continuously set its direction through a most effective use of individual and collective freedom layered with personal responsibility. Further, with a range of exciting, difficult and complicated briefs, the firm's assistants, interns, pupils and lawyers are exposed to the realities of practice by having to deal with problems requiring the application not of 'text-book law' but of ingenuity, creativity, insight, enterprise and emotional intelligence.

The growing idea for the future is to build a new collective of applied law and legal realism that will find its way towards subverting the often perceived monolithic, rigid and archaic ways of the profession. Speak to us if you would like to be part of this new movement.

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