



ELISABETH TOWNSEND BRIDGE
Intellectual Property Litigation

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EXPERIENCE PROFILE

Lisa Bridge is a shareholder in the Milwaukee office of Whyte Hirschboeck Dudek. She brings more than 28 years of experience in the area of trademarks and copyrights, and an impressive intellectual property practice to WHD. She has also taken extensive engineering and science courses and has been registered to practice before the U.S. Patent and Trademark Office for more than 15 years. Ms. Bridge's practice includes copyright, unfair competition, advertising and licensing law and related litigation in addition to trademark and patent work.

She has:

- Advised clients on the adoption, use and protection of marks, trade dress and domain names and prosecuted trademark applications, including product configuration marks before the USPTO and handled appeals before the Trademark Trial and Appeal Board (the "TTAB").
- Handled litigation matters on behalf of clients before federal courts and the TTAB.
- Researched, analyzed and drafted patentability and non-infringement opinions.
- Negotiated and drafted license and distribution agreements.
- Drafted and prosecuted patent applications before the USPTO.
- Handled arbitration proceedings under ICANN (Internet Corporation for Assigned Names and Numbers) rules governing the resolution of domain name disputes.
- Advised clients on copyright and advertising issues, including protection, registration, infringement, ownership, software licensing and drafted and negotiated related agreements.
- Advised clients in the music and film industries concerning licensing rights and drafted and negotiated related agreements.

ELISABETH TOWNSEND BRIDGE, *continued*

Experience Profile, continued

PROFESSIONAL PROFILE

Education

- University of Nebraska College of Law, J.D., cum laude, 1981, Editor, Nebraska Law Review, 1979-1981
- Purdue University, B.A., American History, 1978

Admissions

- State Bar of Wisconsin
- Supreme Court of the United States of America
- United States Court of Appeals for the Federal Court
- United States Court of Appeals for the Fifth, Sixth and Seventh Circuits
- United States District Courts for the Eastern and Western Districts of Wisconsin

Professional Associations

- World Trade Center Wisconsin Board Member
- American Bar Association
- Registered to practice before the USPTO
- International Trademark Association
- International Trademark Association - Member of the North American Anti-Counterfeiting Sub-Committee
- American Bar Association (ABA) - Member of the ABA Task Force on P.R. China Trademark Law Amendments-Bad Faith Group
- State Bar of Wisconsin - Intellectual Property Law Section, Board of Directors (July 2008 - Present)
- State Bar of Wisconsin - International Practice Law Section, Vice Chair, Board of Directors (December 2009 - June 2012)
- Wisconsin Intellectual Property Law Association, past President

Community Involvement

- Honorary Consul of Belgium in Wisconsin
- President of Board of Directors, Renaissance Theaterworks
- Vice Chair, Board of Directors, WasteCap Resource Solutions, Inc.
- Board Member, Pro Mus International Society, Inc.

Awards and Distinctions

- WasteCap Wisconsin - R3 Award for Outstanding Board Member (2008)

Articles and Presentations

ELISABETH TOWNSEND BRIDGE, continued

Articles and Presentations, continued

- *Intangible Liabilities When Tangibles Harm, National Electrical Manufacturers Association (NEMA) / ALFA Conference*, Speaker, September 28-October 1, 2008
- *Company Building Blocks: Intellectual Property Strategies*, Panel Member, 2008 Wisconsin's Entrepreneurs' Conference, June 10, 2008
- *What You Can Do to Identify, Protect and Maximize Your Company's Intellectual Property*, Corporate Counsel Forum, Speaker - Hosted by Whyte Hirschboeck Dudek S.C., May 28, 2008
- *ALFA International Client Seminar: The Keys To Knowing What You Have To Protect In Products And Services*, Speaker, March 6-9, 2008
- *International IP: What You Need to Know to Stay Ahead of the Game: China*, Speaker, World Trade Center Wisconsin Conference on Global Sourcing, October 2007
- "Chapter of Copyrights", Co-author, State Bar of Wisconsin - Intellectual Property Law - Wisconsin Business Advisor Series vol. 5
- *ABA Intellectual Property Section Delegate to China*, June 22, 2007
- *Outreach Workshop on International Trade Law & Intellectual Property Law University of Wisconsin Law School*, Speaker, May 16, 2007
- *ALFA International Tele-Seminar: Protecting Your Intellectual Property Rights in China: China IP Issues vs. U.S. Law: An Overview*, Speaker, January 24, 2007
- *Beyond Sourcing: Manufacturing in, Selling to and Securing Investment From China*, Moderator, March 17, 2005
- *Protecting Your Intellectual Property Overseas – Recent Changes in China, India and the Expanded European Union*, Speaker, Wisconsin World Trade Center Conference, October 21, 2004
- *Protection Primer – Take Steps to Protect Your Intellectual Property Before You Go Overseas*, Small Business Times, March 5, 2004
- *Conference on Global Sourcing*, Speaker, March 11, 2004
- *The Great Crawl of China*, Small Business Times, November 26, 2004, regarding the evolution of intellectual property rights in China. Ms. Bridge visited China as a delegate of the American Bar Association's Intellectual Property Section. Hosted by the All China Patent Agents Association, her group conducted meetings in Beijing and Shanghai with Chinese officials in charge of administering patents, trademarks and copyrights.