

# Lisa Bridge Helps Clients Protect Their Trademarks in Global Markets – Wisconsin Law Journal Highlights Lisa Bridge

## Publication

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The *Wisconsin Law Journal's* article, "SmithAmundsen's Bridge Helps Clients Protect Their Trademarks in Global Markets," highlights partner Lisa Bridge and what makes her job as an attorney rewarding, her mentors and heroes in the legal field, her favorite memory from law school, and more.

As a patent attorney, Lisa helps clients protect their trademarks on a global level, and particularly enjoys the counseling aspect of her job. She works with businesses of all sizes and handles trademark disputes in more than fifty countries worldwide.

Lisa cites her father as a motivator for receiving a degree in engineering, which later led to her taking the patent bar. She has many mentors, and the qualities she admires in them include: honesty, integrity, wisdom and compassion. Of the importance of protecting one's trademarks in a global market place, Lisa states, "...I really enjoy what I do. It is vital that companies protect their intellectual property assets, not just here in the United States but around the world."

Visit the *Wisconsin Law Journal* to read the full article.

## PROFESSIONALS

Elisabeth Townsend Bridge  
Partner

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