

# Elisabeth Townsend Bridge

Milwaukee, WI

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**PARTNER**

## Overview

You don't hear many lawyers describe their legal practice as fun, but then again Lisa's experience has been unique. She practices on an international level and has handled trademark matters in more than 50 jurisdictions worldwide, gaining vast insight into foreign legal systems. Twice she was part of an American Bar Association delegation to China to discuss intellectual property law with Chinese officials. She is currently Honorary Consul to the country of Belgium, helping Belgian citizens when they are in need in this country. Lisa has always felt a duty to counsel and advocate for others. Today she uses the knowledge and perspective gained in her 35 years of practicing law to aid clients in intellectual property matters.

As co-chair of the firm's Intellectual Property Service Group, Lisa assists clients in developing trademarks that can be protected in the marketplace both in the United States and around the world. She enforces clients' rights in their marks against infringing users and negotiates resolutions when possible of infringement concerns. She counsels clients as their markets or manufacturing locations expand and change as to how to best protect their intellectual property assets around the world. She assists in resolving domain name disputes and advertising concerns. Her vast experience includes aiding clients with licensing and distribution agreements, dispute resolution and related litigation, administrative proceedings, due diligence in corporate transactions and advertising concerns. Lisa represents clients in multiple industries, including manufacturing, energy, food products, insurance, retail sales, supplements, lighting, software products, furniture, music and medical products.

Lisa is enthusiastic about the arts and has been involved with several organizations that support fine arts, including previous services as chair of Renaissance Theaterworks in Milwaukee. She is also passionate about environmental issues and serves as a board member and former chair for WasteCap Resource Solutions, which provides waste reduction and recycling assistance to businesses.

## SERVICES

Intellectual Property  
Manufacturing & Food  
Processing

## EDUCATION

University of Nebraska  
College of Law, J.D., 1981  
Purdue University, B.A., 1978

## ADMISSIONS

Wisconsin  
U.S. Patent & Trademark  
Office

## Experience

Managed a Team in a Multi-Year Effort to Oppose the Registration of Product Configuration

Serves as Primary Outside Trademark Counsel to a Leading Worldwide Manufacturer

Successfully Cancelled an Infringing Trademark Registration at the U.S. Patent and Trademark Office

Conducted Due Diligence and the Preparation of all Documents to Complete the Transfer of a Domain Name

Successfully Prosecuted and Obtained 3-D Product Configuration Trademark Registrations

Outside General Counsel to an Owner-Operated Freeze Dryer Company

Serves as Primary Outside Counsel to Manufacturer of Commercial Washroom Hardware and Sanitary Technologies

Serves as Primary Outside Counsel to a Real Estate Brokerage and Management Company

Provides Counsel for Intellectual Property Rights

Manages and Protects the Worldwide Trademark Portfolio of a European Medical Products Manufacturing Company

## Membership & Involvement

- Member: American Bar Association; Wisconsin State Bar Association; Racine County Bar Association; International Practice Section Board for the State Bar of Wisconsin; International Trademark Association; Milwaukee Art Museum; Bradley Sculpture Gardens; Tall Pines Conservancy; North Lake Yacht Club
- Honorary Consul for the Kingdom of Belgium
- Board of Governors: Wisconsin State Bar, representing District 2 (Milwaukee), 2021-2023
- International Practice Section Board of the State Bar of Wisconsin: Board Member; Former Chair
- Board Member: WasteCap Resource Solutions; Promus International
- Former President: Wisconsin Intellectual Property Law Association
- Former Chair: Intellectual Property Section Board of the State Bar of Wisconsin

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## Honors

- Named Wisconsin IP Star by *Managing Intellectual Property Magazine*: 2019
- Selected to *The Best Lawyers in America*® in Patent Law: 2024
- Selected to *The Best Lawyers in America*® in Litigation - Intellectual Property and Patent Law: 2018, 2019, 2020, 2021, 2022, 2023, 2024
- Selected to *The Best Lawyers in America*® in Copyright Law: 2021, 2022, 2023, 2024
- Selected to Best Lawyers® in Patent Law "Lawyer of the Year" in Milwaukee: 2021

## Firm News

105 Amundsen Davis Attorneys Recognized by Best Lawyers® in 2024 in America Firm News, August 17, 2023

43 SmithAmundsen Attorneys Recognized by *Best Lawyers in America*© 2023 Firm News, August 18, 2022

35 SmithAmundsen Attorneys Recognized by *Best Lawyers in America*© 2022 August 19, 2021

31 SmithAmundsen Attorneys Recognized in *Best Lawyers in America*© 2021 August 20, 2020

20 SmithAmundsen Attorneys Named to *Best Lawyers in America*© 2020 August 15, 2019

15 SmithAmundsen Attorneys Included in Best Lawyers in America© 2019 August 15, 2018

U.S. News & World Report – Best Lawyers® “Best Law Firms” 2018 November 1, 2017

12 SmithAmundsen Attorneys Included in Best Lawyers in America© 2018 August 15, 2017

Attorney Elisabeth Townsend Bridge Joins SmithAmundsen's Intellectual Property Practice Group November 14, 2016

## Alerts

What to Do about Brexit?

An Annual Audit of Your Brands Will Be a "Plus" for your Business

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## Speaking Engagements

Legal Issues for Startups and Emerging Companies  
Startup Week; Beloit, WI, November 11, 2019

Intellectual Property Basics - A Discussion of How General Practice Attorneys Can Assist Their Clients in Recognizing and Protecting Their IP Assets  
La Crosse County Bar Association, Seminar, April 15, 2019

Intellectual Property Panel  
Brussels, Belgium, 2015

## Published Works

Brexit and EU Trademarks  
*State Bar of Wisconsin International Law Blog*, November 29, 2017

Copyrights, Trademarks and Patents...Oh My! What is the Road Best Travelled for Product Design Protection?  
*USLAW Magazine*, Fall 2017

SmithAmundsen's Bridge Helps Clients Protect Their Trademarks in Global Markets – Wisconsin Law Journal Highlights Lisa Bridge  
*Wisconsin Law Journal*, January 11, 2017

Audit Your Brands – An Essential Part of International Legal Advising  
*State Bar of Wisconsin International Law Blog*, November 21, 2016

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