

# Distinctiveness and Why It Matters to Your Brand Published in EDGE Magazine

Stephen Adams and Drew Ellis recently authored "[Distinctiveness and Why It Matters to Your Brand](#)" for the June 2023 issue of [EDGE Magazine](#). The article provides guidance on selecting a strong trademark for business owners. It also discusses the "distinctiveness spectrum," which evaluates a potential idea's strength and whether it is protectable through a trademark.

Stephen Adams is a shareholder and chair of Chambliss' [intellectual property](#) section. As a registered patent attorney, he has represented individuals from entrepreneurs, inventors, and startups to small and large corporations, governmental entities, and universities with various intellectual property matters, including patents, trademarks, and copyright preparation and prosecution, as well as maintenance, defense, and enforcement. Stephen counsels clients throughout the country and abroad in a variety of industries, including medical, strength and conditioning, entertainment, manufacturing, and renewable energy. For more information on his practice and experience, visit [Stephen's bio](#).

Drew Ellis is an associate in Chambliss' [intellectual property](#) section. Drew works with innovators and entrepreneurs to protect their intellectual property rights, primarily through obtaining and enforcing patents and trademarks for simple to complex inventions in numerous technology sectors. With prior experience as a mechanical engineer and designer in a patent-heavy industry, Drew developed a deep understanding of the innovation cycle, the creation and development of patentable ideas, and the process of bringing those ideas to fruition. For more information on his practice and experience, visit [Drew's bio](#).