

Trademark Basics Published in EDGE Magazine

Stephen Adams and Drew Ellis recently authored “[Trademark Basics](#)” in [EDGE Magazine](#). In the sponsored article, they provide valuable insight on how to protect intellectual property, including trademark basics, types and scope of trademark rights, and trademark symbols. Additionally, Stephen and Drew discuss the importance of trademarks and how they inform consumers about the characteristics of goods on the market and lead consumers to associate certain attitudes toward the product, making this the purpose of a trademark.

Stephen and Drew are members of the firm’s intellectual property section. Stephen is a shareholder and chair of the firm’s intellectual property team. He has represented individuals from entrepreneurs, inventors, and start-ups to small and large corporations, governmental entities, and universities in a variety of industries, including medical, strength and conditioning, entertainment, manufacturing, and renewable energy. Drew is a former engineer and designer with exposure in various patent-heavy industries, enabling him to better understand what his clients are going through to provide them with the best solutions. For more information on their individual practices and experiences, visit [Stephen](#) and [Drew’s](#) bios.