



Eric E. Lamb

Partner

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Industries

Manufacturing

Consumable Goods

Practice Areas

Intellectual Property

Copyright

German Desk

International Services

Litigation

Trademarks

Bar Memberships

Indiana

Eric protects, enforces and defends intellectual property rights for publicly traded and privately held companies in a variety of industries throughout the world. He develops individualized strategies to fit client goals, branding objectives and budget while taking into account the competition and jurisdictional considerations. His business and IT background give him a noteworthy perspective, allowing him to understand his clients' business needs and develop solutions to reach their goals.

Eric manages all aspects of global branding strategy, international trademark portfolio management, clearance, application drafting, prosecution, and due diligence. He also enforces and defends the intellectual property rights of clients by monitoring competitors and third-party filings, dispute resolution, coexistence agreements, cease and desist, litigation, opposition and cancellation actions.

As a member of FBT Gibbons' International Services Group, a significant portion of Eric's time is spent advising U.S. based clients on protecting their intellectual property rights throughout the world. Likewise, Eric routinely serves as U.S. trademark counsel for companies located outside of the U.S. and interacts daily with his trusted network of attorneys from around the globe.

While Eric serves clients in a wide variety of industries, he is especially passionate about the manufacturing sector. He serves as the Branding and Marketing Chair for Consumable Goods, a sub-team of FBT Gibbons' Manufacturing Industry Team that assists food and beverage, alcohol, tobacco, and hemp companies. Eric also manages international trademark portfolios for mobility and transportation companies.

Eric is one of six Indiana attorneys ranked “Gold” by the World Trademark Review (WTR) and is designated a WTR Global Leader. He is also listed in Chambers USA for Intellectual Property, was selected as a WIPR Leader by the World IP Review and is included in *The Best Lawyers in America*® for Trademark Law and Copyright Law and is listed on the IAM Strategy 300 of The World’s Leading IP Strategists and Global Leaders. Eric was recognized as the 2025 “Lawyer of the Year” for Trademark Law in Indianapolis by *The Best Lawyers in America*®.

Eric is active in the IP community, serving on the International Trademark Association’s Professional Development Committee, is an active member of the S. Jay Plager Intellectual Property American Inn of Court and is a past member of the Executive Committee for the Indianapolis Bar Association’s Intellectual Property Section. Eric is also a past president of the Hancock County Bar Association.

Other Info About Eric

Education

Indiana University Robert H. McKinney School of Law, J.D., 2004

Indiana University, Kelley School of Business, B.S., 2001

Courts

U.S. District Court for the Northern District of Indiana

U.S. District Court for the Southern District of Indiana

Recognition

IAM Strategy 300, Global Leader, 2026

IAM Strategy 300, The World’s Leading IP Strategists, 2026

Chambers USA, Intellectual Property, 2023–2026

World Trademark Review (WTR) 1000 (The World’s Leading Trademark Professionals), 2020–2025

– Top Attorney in Indiana – Gold Band

World Trademark Review (WTR) | Global Leaders, 2021–2026 –
Selected as a Global Leader by the WTR

World IP Review | WIPR Leaders, 2021 – 2023 – Selected as a WIPR
Leader by the World IP Review

The Best Lawyers in America®, Trademark, 2020–2027, “Lawyer of
the Year,” 2025; Copyright, 2023–2027, “Lawyer of the Year,” 2027;
Patent, 2023–2027, “Lawyer of the Year,” 2025

Legal 500 US City Elite – Indianapolis, Intellectual Property, 2026

Indiana Super Lawyers “Rising Stars,” 2014–2018

Selected to “30 Under 30” by the Greenfield Daily Reporter

Eagle Scout

Professional Affiliations

International Trademark Association (INTA) – Member of
Professional Development Committee

Jay Plager Intellectual Property American Inn of Court

Indianapolis Bar Association

Indiana State Bar Association

Hancock County Bar Association, past president

Civic Activities

Blackstone Homeowner’s Association, Past Board Member

Greenfield Police Department Citizen’s Academy, Participant

Leadership Hancock County, Past Board Member; Participant

Mill No. 9 Homeowner’s Association, Past Board Member

Major Publications

Contributor: “[*Trademark Protection Is a Continual Process*](#)”, Institute
for Supply Management, October 2025

Author: “*A Shot of Creativity: How Breweries and Distilleries Can
Protect Their Brands and Avoid IP Pitfalls*”, IP Watchdog, December

12, 2024

Featured Articles

[Eric Lamb Quoted by Inside Supply Management on Importance of Trademark Protection in Global Business Strategy](#)

[Protecting Your Brand During the Coronavirus](#)

[USPTO announces new trademark rule requiring foreign-domiciled applicants, registrants and parties to have a U.S.-licensed attorney](#)

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