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[Eric Lamb](#)

Eric Lamb Quoted by Inside Supply Management on Importance of Trademark Protection in Global Business Strategy

Frost Brown Todd Partner [Eric Lamb](#) was quoted by [Inside Supply Management](#) in an article discussing the strategic importance of trademark protection in today's business environment, particularly amid global disruption and evolving supply chain challenges.

"It's much easier to have everything in good shape on the front side than to take more aggressive legal avenues later," he says, underscoring the importance of maintaining a current and comprehensive trademark portfolio.

Lamb also highlights key risks business face, including misaligned trademark coverage with changing product lines and trademark squatting in "first to file" countries.

"Trademarks may not be the most glamorous, but they're certainly an important part of a business expansion consideration," explains Lamb.

[Read the full article.](#)

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