

## Interview

Elisabeth Stewart Bradley  
2025 INTA President

Elisabeth Stewart Bradley is the Vice President, Innovation Law: Trademarks, Copyrights, and Brand Protection at Bristol Myers Squibb Company, a global biopharma company, and is based in their Princeton, N.J. offices. She joined Bristol Myers Squibb in 2011, following eight years as in-house trademark counsel in the consumer products industry. Prior to Bristol Myers Squibb, Ms. Stewart Bradley was in private practice in New York City for several years, handling both litigation and IP matters for a diverse range of clients. She graduated from The University of Virginia School of Law and holds a B.A. from The College of William & Mary.



### Where were you brought up and educated?

I was born and raised in Virginia, where I also completed both my undergraduate and legal education. I earned a B.A. in English Literature from the College of William & Mary and later obtained my J.D. from the University of Virginia School of Law.

### How did you become involved in trade marks?

Like many in the field, I came to IP law by accident. I originally planned to become an English professor, but a business law class in my final semester of college sparked my interest. I became a paralegal, then went to law school. After graduating, I worked in litigation in New York City, where we were allowed to rotate among different areas, such as employment law, and insurance, and by chance I encountered one of the first domain name cybersquatting cases, which involved cutting-edge technology at the time, and new legal frontiers. That experience was very eye-opening, and really sparked my passion for IP, and I decided to specialize in trademark and copyright law, learning on the job and guided by excellent mentors.

### What would you have done if you had not become involved in intellectual property?

I likely would have pursued a career in academia, teaching English literature. That was my original plan, partly because both of my parents were educators. My father was a Dean and Professor at UVA, and my mother

taught in public elementary school. I also had a dream of being involved in some way with psychology as that was my undergraduate minor, and it's a fascinating field. Interestingly, I find that my current legal career actually involves both education and psychology aspects, as I spend a lot of time counseling and teaching others about IP, and there is a lot of human behavior that comes into play as well.

### What are the key milestones in your career path so far, what led you to BMS and now to being INTA President?

My career began in private practice at Hunton & Williams and Morgan Lewis in New York, where I handled litigation and IP matters across a broad range of industries for several years. I then joined Cadbury as VP and Chief Trademark Counsel for the Americas. In 2011, after a chance meeting at the U.S Open with my current manager, I moved to Bristol Myers Squibb, where I now serve as Vice President, Innovation Law, and oversee trademarks, copyrights, and brand protection. I've been an INTA volunteer since 2004. I was so impressed with the talented and passionate members whom I encountered through committee work and the various meetings over the years, that I decided I wanted to take on additional responsibility, and help shape the policies and future of the Association. Over time, I was able to do this by serving in various leadership roles including Board Member, a Presidential Task Force, and Co-Chair of the 2020 Annual Meeting. After that, I was nominated to serve as an Officer, which at the time was a

[continued on next page](#)

six-year ladder, starting with Secretary. Being an Officer is an incredible way to really see how the Association works, and to witness the dedication and commitment of the extremely talented Staff. This rather lengthy and always rewarding journey is now culminating in the real honor and privilege to serve as INTA President for 2025.

### **What do you see as the major IP Public Policy issues facing the pharma and health care industry at present? How best do you think we should challenge these issues to the advantage of our industry?**

Key issues include anti-IP sentiment, challenges to IP rights through legislation that (sometimes unintentionally) undermines IP rights, for example brand restrictions, as well as low public awareness of the prevalence and seriousness of counterfeiting, and the impact of rapidly developing emerging technologies on IP. We must advocate for strong, consistent IP frameworks that support innovation while protecting consumers. Collaboration with policymakers, education of stakeholders, and unified industry voices through associations like INTA and PTMG are essential. Raising awareness of the consequences of regulation and legislation that can have negative impact on IP is one step, and also ensuring that policymakers appreciate the importance and value of IP is certainly another key opportunity.

### **To what extent does this future vision sit within the scope of your 2025 Presidential Task Force ‘Change and Transformation’?**

It aligns very well. The Task Force is focused on “Change & Transformation: Exploring the Evolution of In-House Teams, the Impact on External Partners, and Future Opportunities for INTA.” It’s about helping our members adapt to a rapidly evolving legal and business landscape, which is impacting the way we practice law, responding to the major challenges just noted above, and understanding how the member experience may need to evolve to ensure INTA remains relevant and valuable. I am excited to see what practical and innovative recommendations come out of the Task Force later this year, and to help support the implementation for the benefit of our members.

### **Can you please explain in more detail the role of the INTA Foundation?**

While INTA focuses on professionals already engaged in the IP profession, the INTA Foundation supports initiatives that provide greater access to the profession, and to IP related educational and professional development opportunities for those who might not otherwise have access. It provides scholarships and programming to support underrepresented groups and foster a more inclusive global IP community. It’s a vital part of INTA’s broader mission to serve and advance the IP profession.

### **What is your Company's Policy towards Membership of Trade Associations?**

Bristol Myers Squibb supports active participation in trade associations that align with our mission and values, and many of our colleagues have taken on leadership roles. We view these memberships as opportunities to contribute to industry dialogue, to allow for valuable collaboration with our peers and advocate for strong IP policies. Involvement in these associations reflects our commitment to supporting and advancing IP, as well as global collaboration.

### **PTMG is the trade mark group for the pharma and health care industry – will we have the pleasure of welcoming you to a future conference?**

I would be delighted to attend another PTMG conference. As someone deeply passionate about both the pharmaceutical and trademark communities, I really value the insights and connections that PTMG fosters. Given budgetary constraints that many corporate members are facing, international travel can be a challenge. I was delighted to attend the PTMG Conference in Chicago that took place several years ago.

### **Complete the following sentence: ‘I wish ....’**

I wish a future PTMG Conference would be held in the US or Canada 😊 Slightly more seriously, I do wish that we had more opportunities to connect in person as a pharma/healthcare trademark community. Virtual meetings are a great way to meet, and are a vast improvement over the teleconferences we used to have, but, there is nothing like meeting together live, in order to really build rapport and strong, supportive relationships, which are so valuable, especially in these fast-paced and occasionally turbulent times.

### **Thank you so much for the chance to participate in this Spotlight!**



**Read this interview and all past editions of LL&P on the PTMG website.**

**<https://ptmg.org/law-lore-practice/>**