
CONTACT

Bruce W. Longbottom
Assistant General Counsel - Trademarks
Eli Lilly and Company
Indianapolis, Indiana
United States of America



EDUCATION

Bachelor of Science, Political Science and Journalism, Ball State University, 1985
Doctor of Jurisprudence (J.D.), Indiana University - Bloomington, 1988

SKILLS/ABILITIES

- I serve as in-house trademark counsel for Eli Lilly and Company, which includes providing legal counsel in support of Lilly's global anti-counterfeiting strategy. As member of Lilly's Global Anti-Counterfeiting Operations Lead Team and Issues Management Team, I am actively involved in and influence many facets of Lilly's global anti-counterfeiting initiatives.
- I have experience:
 - Filing and prosecuting applications to register trademarks in the U.S. and in instructing legal associates in filing and prosecuting trademark applications in other countries.
 - Recording our registered trademarks with Customs in the U.S. and other countries and managing seizures of counterfeit and other illegal versions of Lilly medicines by Customs officers.
- I served as Co-Chair (2008-2009) and Chair (2010-2011) of the Anti-Counterfeiting Committee of the International Trademark Association (INTA).
- I served as member of the Board of Directors of INTA and on the INTA Finance Committee (2012-2013).
- I have testified as a witness in U.S. District Court in multiple trials involving alleged counterfeiting of Lilly's Cialis® medicine.

WORK EXPERIENCE

***Counsel/Assistant General Counsel-Trademarks
Eli Lilly and Company, Indianapolis, Indiana (June 2001 – Present)***

My current responsibilities at Lilly include providing counsel and advice on trademark-related issues for Lilly products, obtaining global registrations for trademarks, reviewing our trademark portfolio twice yearly, responding to Customs seizures of suspect products, and providing legal counsel on anti-counterfeiting related issues.

Partner

Leagre Chandler & Millard, LLP, Indianapolis, Indiana (1997 - 2001)

At this law firm my responsibilities included legal advice related to obtaining, licensing and enforcing trademarks and copyrights, handling trademark and other intellectual property disputes, and providing counsel for general business matters such as franchising, mergers and acquisitions, and software licensing.

Associate/Of Counsel

Ice Miller LLP (formerly Ice Miller Donadio & Ryan) (1988 - 1997)

At this law firm my responsibilities included searching, filing and prosecuting trademark applications, giving advice on proper selection and use of marks, and assisting in litigation of trademark and related claims.

PRESENTATIONS

- “Counterfeiting in Canada – the Pharmaceutical Business Perspective”, Intellectual Property Institute of Canada (IPIC), New Brunswick, Canada (September 2006)
- Third Global Congress on Counterfeiting and Piracy, Geneva, Switzerland (January 2007)
- “Pharmaceutical Counterfeits,” International Trademark Association (INTA) Annual Meeting, Chicago (May 2007)
- Fourth Global Congress on Counterfeiting and Piracy, Dubai, United Arab Emirates (February 2008)
- International Trademark Association (INTA) Anti-counterfeiting Forum, Paris (December, 2008)
- “Anti-Counterfeiting: Redefining the Battlefield,” INTA Annual Meeting, Seattle (May 2009)
- “Stopping Counterfeiting Around the World,” Intellectual Property Owners (IPO) Annual Meeting, Atlanta (September 2010)
- “Counterfeiting on the Internet,” INTA Anti-Counterfeiting Conference, Hong Kong (October 2010)
- “Effective Use of Trademark Office Websites and Online Tools,” INTA Annual Meeting, San Francisco (May 2011)
- “Global Anti-Counterfeiting Strategies,” Indiana University School of Law – Indianapolis (March 2011 and 2012)

LANGUAGE SKILLS

- Speak, read, and write fluent English

MISCELLANEOUS

- Ruling Elder, Grace Presbyterian Church, Indianapolis (2004 – Present).