

## BELL NUNNALLY ADDS IP ATTORNEY ROXANNE EDWARDS AS PARTNER

January 05, 2021

**Attorney Roxanne Edwards has joined Bell Nunnally as partner and member of the firm's Intellectual Property practice area. She joins from Dallas-based Klemchuk LLP, where she was a partner. She was previously a partner with Baker McKenzie, and brings 20 years of experience counseling clients on U.S. and international trademark and IP matters to the firm.**

Edwards assists companies in various areas of intellectual property law with an emphasis on global brand development, protection, strategy and enforcement. She provides support to companies' legal, business and marketing teams on intellectual property matters. She has served as primary trademark counsel for small and mid-size businesses, as well as *Fortune 100* and multinational companies, in a wide range of industries, including restaurant and hospitality, entertainment, pharmaceuticals, software, manufacturing and consumer goods.

An active partner in the development, clearance, acquisition, registration and protection of trademarks and other intellectual property rights globally, Edwards leads clients through creation and implementation of policing and enforcement efforts. She also handles matters related to copyright, trade dress and non-traditional trademarks, and counsels clients on intellectual property issues related to franchising, social media, e-commerce, and U.S. boycott and sanctions with foreign countries.

"Roxanne is a valuable addition to our growing IP team. Our clients – all at various stages in their lifecycles – are increasingly attuned to the value of intellectual property assets and the need to be strategic and proactive in ensuring that they are protected and enforced. Roxanne's deep experience and solid reputation in the North Texas community are certain to help further our clients' business goals – whether regional, national or international," said Bell Nunnally Managing Partner Christopher Trowbridge.



An involved member and regular committee member and presenter to the International Trademark Association (INTA), Edwards is also a member of the State Bar of Texas, Intellectual Property Section and the Dallas Bar Association. She has also been involved in various other IP, industry-related and women-focused organizations throughout her career.

Previously listed among the "Best Lawyers in Dallas" by *D Magazine*, Edwards is a graduate of Tulane University School of Law (J.D., *cum laude*, 2000), Louisiana Tech University (M.A., *with honors*, 1997) and Florida University (B.S., 1991).

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Intellectual Property