

## Vorys Welcomes Tom Adams, Nationally Known Brand and IP Attorney, as Partner and Leader of Trademark Practice

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Vorys is excited to announce that [Tom Adams](#), an industry-recognized trademark attorney, has joined the firm as a partner in the intellectual property (IP) group and leader of the firm's trademark and copyright teams. Adams, who will join the Cincinnati office, brings nearly three decades of experience shaping the IP strategies of iconic consumer brands, both as outside counsel and as a senior leader in-house.

Before joining Vorys, Adams was the senior director and associate general counsel at Procter & Gamble (P&G). In this role, he led global trademark and copyright strategy across P&G's businesses and oversaw a portfolio of 110,000+ marks. He also streamlined global trademark clearance, crafted stewardship policies for third-party IP usage, and built the company's Sports & Entertainment Center of Excellence, which led the way in sports marketing activations and the negotiation and servicing of P&G's celebrity, athlete and sponsorship transactions.

"I was attracted to Vorys because of the firm's proven culture of innovation," said Adams. "At Vorys, I plan to partner with attorneys from across the firm to build the brand marketing practice that I always hoped had existed while I was in-house."

Adams has significant experience in IP, trademark, copyright, advertising and marketing law. He has a deep knowledge of the role that trademarks and copyrights play in overall marketing and brand strategies.

"Tom Adams is not just a lawyer, he's a brand architect," said Carey Jordan, chair of the Vorys intellectual property group. "He understands the real-world pressures legal departments face and brings a rare combination of strategic insight, business acumen and creative energy. Tom will help our clients not only protect but truly maximize the value of their brands."

Adams has significant experience in emerging IP areas including influencer and affiliate marketing, digital media, in-house advertising and content production, and AI-driven advertising. He has negotiated

and managed high-stakes global sponsorships, endorsements and licensing deals with nearly all of the major sports leagues, numerous high-profile celebrities and various entertainment companies.

“Tom’s reputation in digital media, brand strategy and artificial intelligence is both local and national,” said Emily Pan, co-managing partner of the Vorys Cincinnati office. “Vorys is known for innovative, business-forward counsel. Tom’s arrival strengthens our ability to lead in IP and media law as these fields evolve in real time.”

Adams received his J.D. from The Ohio State University Moritz College of Law. He earned his B.A. in English from Illinois Wesleyan University.