



## Retail and Consumer Products

### Industry Contacts

John L. Landolfi

Judith L. Marsh

### Attorneys

Timothy J. Bechtold

Adam M. Borgman

Stephen D. Browning

Alycia N. Broz

Corrine S. Carman

Nelson D. Cary

Daniel J. Clark

Tiffany Strelow Cobb

David W. Cook

Andrew E. DeBord

Mallory B. Duncan

Anthony L. Ehler

Margaret Dodane Everett

Elizabeth Turrell Farrar

Jackie Ford

David A. Froling

Lauren N. Fromme

Daren S. Garcia

Laura T. Geyer

Melissa S. Giberson

Whitney C. Gibson

Michael C. Griffaton

Robert T. Grise

Robert A. Harris

Kimberly Weber Herlihy

Rodney A. Holaday

Christopher L. Ingram

Few states can match central Ohio businesses' record of innovation in retail and wholesale concepts. Vorys has a long-standing history of representing leading retailers, consumer brands and wholesalers, including many that are headquartered steps away from the firm's office in Columbus, Ohio, where the firm was founded over 100 years ago. Our deep knowledge and experience in the retail industry have allowed us to grow our nationally recognized consumer products and retail team across the country.

### Who We Represent

Our multidisciplinary team provides comprehensive legal counsel to many of the world's leading consumer products and retail brands – from middle-market, brick-and-mortar stores to global, big box retailers.

We have advised:

- Nearly one-third of the **National Retail Federation's Top 100 list**
- More than **half of the Top 25 retailers**
- More than **600 brands** in the last three years alone

### Our 360-Degree Approach

We pride ourselves in understanding the retail industry as well as our clients do. Our team includes dozens of attorneys who have worked inside legal departments at global retailers and understand the full spectrum of issues surrounding the lifecycle of product development and brand protection.

No matter their size, retailers face the same challenges: expense reduction pressures; ongoing technology changes; increasingly complex supply chain and distribution issues; managing critical vendor and supplier relationships; privacy and data security risks; and trademark and cyberspace infringements, among others. We provide practical, pragmatic counsel and innovative solutions to arm our clients with the tools they need to thrive in the retail business.

Dan L. Jaffe  
William D. Kloss Jr.  
Mark A. Knueve  
Malia Ladd  
Christopher A. LaRocco  
Michael D. Martz  
Douglas R. Matthews  
Natalie M. McLaughlin  
Emma K. Morehart  
William H. Oldach III  
Dawne McKenna Parrish  
Tyler B. Pensyl  
Sachiyo Isoda Peterson  
William G. Porter  
D. Scott Powell  
Nicholas M.J. Ray  
Tyler Riemenschneider  
Adam J. Rocco  
Kenneth J. Rubin  
Elizabeth "Beth" A. Seedorf  
Khaled Shami  
Benjamin A. Shepler  
Andrew C. Smith  
J. Theodore Smith  
Janay M. Stevens  
Asafu Suzuki  
Mitchell A. Tobias  
J. Bret Treier  
Joseph M. van 't Hooft  
Jonathan R. Vaughn  
Michael K. Venum  
Webb I. Vorys  
Travis J. Wahl  
Mark A. Watkins  
Ryan E. Wheeler  
Aaron M. Williams  
James A. Wilson

## Innovative Business Solutions

Our comprehensive legal services are augmented by innovative, integrated solutions that help brands control the sales of their products in the age of e-commerce. **Vorys eControl** represents hundreds of brands in preserving their online brand value by addressing unauthorized seller issues.

Honored with the **College of Law Practice Management's 2017 Innovation Award**, Vorys eControl provides online seller enforcement services comprising novel legal tactics, cyber investigator capabilities, and technology to identify and remove unauthorized online products and pursue the sources to stop them from returning to the marketplace.

## National Recognition

Vorys is consistently recognized as a top firm for advising consumer products and retail clients.

We are honored to have been **named** among the **top 25 U.S. law firms advising manufacturers and retailers** in a BTI Consulting Group survey of corporate counsel and C-suite executives in Fortune 1000 businesses.

We have earned a nationwide ranking for retail in the prestigious *Chambers USA* guide for the past six years. In the 2023 guide, Chambers and Partners notes Vorys' "*broad range of strengths in the retail sector,*" including "**data security, outsourcing, employment law and customs issues,**" adding that Vorys is "**frequently engaged by retailers facing consumer class actions.**"

## Key Service Areas

We advise clients on a spectrum of retail areas and issues, including these key service areas:

## Labor and Employment

We assist companies in anticipating and preventing employee relations problems through education, training and counseling. We advise employers on preparing and implementing personnel policies designed to minimize potential liability and establish best practices.

To help our national retail clients navigate the ever-changing rules associated with the Fair Labor Standards Act (FLSA), we publish the *FLSA Guide for Retailers*, a 50-state survey of labor and employment

Scott J. Ziance

laws.

When disputes arise, our consumer products and retail team mobilizes its deep bench of labor and employment litigators located in Ohio, Pennsylvania, Texas and California. Retailers are particularly vulnerable to class action litigation in California, making our knowledge of the state-level legal landscape even more essential for our clients.

Our labor and employment litigation attorneys have:

- Served as national counsel to global retailers in class-action litigation
- Appeared as lead counsel in single-plaintiff cases and class actions in courts in 45 states
- Defended more than 100 wage and hour class actions in courts throughout California

The prestigious 2022 *Chambers USA* guide lauded Vorys' work on behalf of retailers in employment law matters, including the firm's defense of a major brand against a Private Attorneys General Act (PAGA) claim in California alleging the misclassification of exempt workers from overtime compensation. Our work also includes representing dozens of retailers and restaurants to successful resolution of class and collective action wage and hour claims under federal and state law.

We represent clients in a range of labor and employment matters involving:

- Affirmative action programs
- Contract disputes
- Disability accommodation
- Diversity and inclusion
- Drug and alcohol policies and testing
- Electronic privacy
- Employee discipline and termination, including wrongful discharge and retaliatory discharge claims
- Employment policies and manual
- ERISA and other employee benefits issues
- Fair Credit Reporting Act (FCRA)
- Family and Medical Leave Act (FMLA) issues
- Fair Labor Standards Act (FLSA)/wage and hour compliance

- Harassment, including sexual harassment
- Immigration
- Multistate employment law compliance
- Noncompetition covenants
- Reductions in force
- Safety and health violations
- Uniformed Services Employment and Reemployment Rights Act (USERRA)
- Various constitutional claims
- Whistleblower protection
- Worker Adjustment and Retraining Notification(WARN) Act issues
- Workers' compensation retaliation

### Outside General Counsel

Vorys' consumer products and retail team includes dozens of attorneys who have worked inside legal departments at global retail companies and understand the retail business as well as our clients do.

Our consumer products and retail clients call on us to advise on the full spectrum of issues they face, from their most significant legal and business decisions to those impacting their day-to-day operations.

We focus on providing pragmatic counsel in the following areas:

- Corporate governance
- Crisis management
- Critical vendor and supply chain-related matters
- Litigation strategy
- Privacy concerns

Our diverse experience affords us the foresight necessary to help clients understand the potential impact of their decisions, including balancing benefits, risks and exposure.

### Privacy and Data Security

Over the past 15 years, Vorys has advised global retailers and consumer brands on keeping their data safe. Whether by collecting, storing and sharing customer information, conducting privacy audits, or refining data security and privacy policies, we help our clients comply with constantly changing domestic and global regulations.

When clients experience data breaches despite their prevention and safety efforts, we represent them in investigations before the Federal Trade Commission (FTC), negotiate consent decrees and advise on complying with the data breach notification laws adopted in 46 states.

Our experience in the retail sector ranges from working with national retailers to create privacy audits to representing payment processors in data breach cases of first impression in the 1st, 3rd and 5th U.S. Circuit Courts of Appeals – each resulting in precedent-setting opinions that are largely upheld today.

We advise clients on an array of privacy and data security issues, including:

- Commercial relationships
- Compliance audits
- Compliance with California the Consumer Privacy Act (CCPA), California Privacy Rights Act (CPRA) and General Data Protection Regulation (GDPR)
- Cross-border data transfers
- Data security breaches
- Email and telemarketing regulation
- Employee privacy issues
- Litigation
- Privileged and nonprivileged forensic investigations
- Privacy policies and procedures
- Regulatory investigations
- Training programs

### eControl

Vorys eControl was founded on this vision: to provide effective, efficient and legally compliant solutions that allow companies to protect and grow their brand value by controlling sales in the age of eCommerce.

[Learn More.](#)

### Corporate

Overall, our approach to helping our consumer brand and retail clients with corporate and business organization related issues is simple – efficiently deliver the highest quality corporate legal work and superior client service. We utilize a teamwork approach that draws upon the collective talents and experience of our attorneys and our considerable resources to provide tailored, skilled, cost-effective and timely legal representation.

We have a breadth of experience counseling brands and retailers on all types of corporate M&A transactions in the industry, including:

- Friendly and hostile takeovers and changes of control
- Contested and negotiated acquisitions
- Corporate spin-offs and dividends

- Leveraged recapitalizations
- Venture capital investments
- Holding company formations and other restructurings
- Joint ventures
- Going-private transactions

We also regularly advise public and private brands in securitization, and our attorneys understand the changing environment in which such transactions are effected. We call upon attorneys from a variety of practice groups to assist in providing a multidisciplinary approach to structured finance. We have represented clients on a number of matters involving structured finance transactions, including tax issues, accounting and regulatory matters, derivatives and securities.

### Litigation

With a national practice and international experience, Vorys litigators are competitively positioned and retained by retailers and consumer brands because of our experience, technical efficiency and problem-solving approach.

- Vorys is ranked as a **National Tier 1 “Best Law Firm”** in Commercial Litigation.
- Four of our litigators are Fellows in the **American College of Trial Lawyers**.
- Vorys was named by eight Fortune 500 clients as a Fortune Magazine/Corporate Counsel “Go To Law Firm” in litigation.
- Vorys is one of 69 firms in the country recognized as an exclusive “Primary Firm for Litigation.”

Vorys represents some of the largest and most successful brands in the country on a wide variety of litigation and compliance issues. We represent these clients in every imaginable kind of dispute, whether it concerns business issues, product defects, personal injuries, claims of false advertising or commercial or contract matters.

Because we have built considerable experience around the unique challenges faced by national and regional brands, we are familiar with the quirks of various state and local laws, and we have relationships with governmental agencies, trade associations and law firms from coast to coast. We practice in courts nationwide, and we know the nuances of local procedures.

### What We Do

We represent more than 50 retail clients in an array of legal matters, from multimillion-dollar transactions to complex, high-stakes litigation. Our experience ranges from advising global brands in hundreds of high-profile, class-action FLSA litigation to representing 18 major U.S. retailers in a lawsuit filed in the Southern District of New York alleging violations of U.S. antitrust laws by Visa and Mastercard.

We advise clients on a spectrum of retail areas and issues, including:

- Accessibility
- Advertising and marketing
- Antitrust
- Consumer protection regulation and litigation involving the Telephone Consumer Protection Act (TCPA), California Consumer Privacy Act (CCPA), California Privacy Rights Act (CPRA) and General Data Protection Regulation (GDPR)
- eControl (controlling e-commerce sales)
- Employee benefits
- Environmental
- Franchising and distribution
- General litigation and compliance
- Green initiatives
- Information technology and mobile applications
- Intellectual property
- Labor and employment counsel and litigation
- Licensing, including private labeling
- M&A and finance
- Outside general counsel
- Privacy and data security coaching and litigation
- Payment processing
- Real estate
- Retail operations (return policies, gift card laws, point of sale issues, loyalty programs)
- Strategic communications and crisis management
- Supply chain
- Taxation
- Third-party logistics
- Transportation and shipping
- Vendor contracts, licensing and disputes

## News

News, 6.1.2023

Thirty-Three Vorys Attorneys Ranked in 2023 *Chambers USA* Guide

3.28.2023

Vorys eControl Expands 360 Capabilities with Addition of Brand Protection Expert Malia Ladd

News, 1.18.2023

Vorys Expands Nationwide Property Tax Team with Experienced Texas Tax Lawyer

11.3.2022

Vorys Launches Ancillary Data Analytics and Software Business Designed to Help Brands Control Their Channels in the Age of eCommerce

News, 8.18.2022

115 Vorys Attorneys Named to the 29th Edition of The Best Lawyers in America® List; 33 Vorys Attorneys Named to Best Lawyers: Ones to Watch in America List

8.18.2022

Ten Vorys Attorneys Included in the 29th Edition of Best Lawyers: "Lawyers of the Year"

6.29.2022

59 Vorys Attorneys Included in 2022 *Columbus CEO's* Best Lawyers

6.22.2022

New Episode of Vorys IP Podcast Highlights Patent Marking

6.8.2022

Farrar Awarded the Linda S. Kass Excellence in Education Award

6.8.2022

New Episode of Vorys IP Podcast Highlights Design Patents

6.1.2022

Thirty-Three Vorys Attorneys included in 2022 Chambers USA Guide

5.11.2022

New Episode of Vorys IP Podcast Highlights Enforcing Property Rights Online

4.13.2022

New Episode of Vorys IP Podcast Highlights Strategies for Creation, Management and Protection of Trademarks and Branding

3.31.2022

Duhamel Adds CIPP/E to List of IAPP Certifications

3.31.2022

Female-Owned Businesses Get Ahead with the Vorys Initiative for Business Empowerment

News, 1.4.2022

More Than 40 Vorys Attorneys Included on Ohio Super Lawyers and Rising Stars Lists



[News, 1.3.2022](#)

Vorys Elevates 13 to Partner

[News, 6.22.2021](#)

According to a New Study from Vorys eControl, 77% of Brand Manufacturers Say Their Online Marketplaces Are Growing Faster than Their Traditional Wholesale Business

[87% of brand manufacturers cite gray market sales as a problem for online marketplaces; bolstering DTC sales and using eControl can protect brands](#)

[News, 5.11.2021](#)

Vorys Advises Hollister Co. in Launch of New Fashion Brand, Social Tourist

[News, 2.12.2020](#)

Sherman Quoted in *Adweek* Story Titled "How Brands Are Battling Knockoffs on Amazon"

[News, 4.15.2019](#)

Another Federal Court Ruling Strengthens Brands' Approach to Reduce Gray Market Sales on Amazon

[News, 3.13.2019](#)

Former General Counsel for The National Retail Federation Joins Vorys

[News, 2.15.2019](#)

Browning Receives 2019 Lexology Client Choice Award

[News, 1.3.2019](#)

Duhamel Earns CIPM Certification from IAPP

[News, 11.19.2018](#)

Court Ruling Provides Help to Brands Struggling with Grey Market Sales on Online Marketplaces

[News, 9.19.2018](#)

Garcia Joins Kula Ring Podcast to Discuss Online Brand Protection

[News, 5.4.2018](#)

Thirty-Two Vorys Attorneys included in 2018 *Chambers USA* Guide

[News, 10.25.2017](#)

Webinar Helps Businesses Avoid Losses from Unauthorized Third-Party Sellers

[News, 3.28.2017](#)

Knueve, Garcia Included in *Retail Law360* Story Titled "Judge OKs Abercrombie's \$700K Deal In Worker Seating Suit"

[News, 3.28.2017](#)

Garcia Included in *Retail Law360* Story Titled "9th Circ. Affirms A&F's Quick Win In Maternity Bias Suit"

News, 7.5.2016

Garcia Included in *Courthouse News* Story Titled "Abercrombie Says Gap Poached Its Executive"

News, 4.18.2016

Cunning Featured in *Shopper Marketing* Story on the Use of Drones Titled "Preparing for Liftoff"

News, 3.29.2016

Ingram Quoted in *Convenience Store News* Story Titled "Nine Things You Should Do When Skimming Strikes"

News, 2.19.2016

Knueve Included in Columbus Business First's "20 People to Know in Retail" List

News, 4.18.2014

Garcia included in *Law360* Story Titled "Ohio Appeals Court Nixes Abercrombie Retaliation Suit"

News, 11.6.2013

Vorys Named Go-To Law Firm for 11th Consecutive Year by Fortune 500 Clients

News, 9.17.2013

Broz Mentioned in *Insurance Law Daily* Story Titled "S.D. Ohio: Action for 'Misuse of Media Communication' was Covered Claim"

News, 5.24.2013

Thirty-nine Vorys Attorneys included in 2013 *Chambers USA* Guide

News, 4.4.2013

Kahn and Broz Quoted in *Privacy Law360* Story About Online-Tracking Class Action Suits

News, 1.8.2013

Vorys Named Go-To Law Firm for Tenth Straight Year by Fortune 500 Clients

News, 6.10.2011

26 Vorys Attorneys Featured in 2011 Edition of *Chambers USA*

News, 5.13.2011

Vorys Partners Named Fellows of the Ohio State Bar Foundation

News, 11.19.2009

Vorys Partners Named "Lawyer of the Year" by Best Lawyers®

News, 11.2008

Smith and Bridgman quoted in *The Daily Reporter* article "Economy may be first concern for Obama, but labor-related issues follow close behind"

News, 11.2008

Cary quoted in *Employment Law360* article "Obama Victory Heralds Revamp of Employment Law"

News, *Business First*, 9.19.2008

Cary quoted in *Business First* article "Sick-time debate chills in Ohio as battle shifts to Washington"

News, *IP Law360*, 8.10.2008

Oldach quoted in *IP Law360* article "Tiffany Appeals In Effort To Force EBay To Police Site"

News, 6.12.2008

Phillips Elected to Columbus Bar Association Board of Governors

## Publications

Client alert, 6.1.2023

Supreme Court Rules FCA ScienTer Is a Subjective Inquiry

Client alert, 5.15.2023

Coalition of Northeastern States Published PFAS Prevention Model Act

Client alert, 5.9.2023

PFAS (aka Forever Chemicals) 101

Client alert, 5.9.2023

PFAS Regulations and Legal Actions Overflow in 2023

Client alert, 5.4.2023

It's Not Easy Being Green, and It Could Get Harder - FTC Considering Changes to Green Guides

Client alert, 4.21.2023

California Prohibits Written Consumer Warranties from Commencing Earlier than Date of Delivery

Client alert, 4.17.2023

Los Angeles Requires Predictive Schedules and Fair Workweeks for Retail Employees

Client alert, 4.17.2023

Securing State Seven – Indiana's Legislature Passes Data Privacy Legislation

Client alert, 1.13.2023

FTC Proposes Rule to Ban Non-Compete Agreements

Client alert, 1.12.2023

FTC Reportedly Pursuing Robinson-Patman Act Violations

Client alert, 12.7.2022

California Court of Appeals Rejects Neutral Rounding Policies

11.16.2022

Electronic Contracting, Part 2 – Adapting to Link-and-Layer Methods

[Client alert, 11.4.2022](#)

EEOC Mandates a New "Know Your Rights" Poster

[10.31.2022](#)

Electronic Contracting, Part 1 – Practical Tips for E-Signing Transactional Documents

[Client alert, 10.3.2022](#)

California Supplemental Sick Leave Extended Again

[Client alert, 9.28.2022](#)

California Requires Additional Pay Disclosures

[Client alert, 9.22.2022](#)

California Adopts New Privacy Requirements for Online Products, Services, or Features Likely to Be Accessed by Children

[Client alert, 9.1.2022](#)

SEC Adopts "Pay Versus Performance" Executive Compensation Disclosure Rules

[Client alert, 8.19.2022](#)

New 1% Tax on Stock Buybacks - It's Not As Simple as You Think

[Client alert, 8.10.2022](#)

Michigan Employers Need to Be Aware of Changes to the State's Wage and Hour Laws

[Client alert, 7.27.2022](#)

Colorado Drastically Restricts the Use of Noncompetition and Nonsolicitation Agreements

[Authored article, 7.19.2022](#)

What High Court Sears Case May Mean for Section 363 Sales

[Client alert, 7.15.2022](#)

Illinois, Louisiana, Maine and Tennessee Now Prohibit Natural Hairstyle Discrimination

[Client alert, 7.7.2022](#)

Employee Benefits Considerations Following *Dobbs*

[Client alert, 7.7.2022](#)

U.S. Supreme Court to Take on Sears Lease Dispute with Mall of America

[Client alert, 7.6.2022](#)

Chicago Requires Employers to Provide Sexual Harassment and Bystander Training

[Client alert, 6.17.2022](#)

Supreme Court Holds that Individual PAGA Claims are Subject to Arbitration

[Client alert, 6.10.2022](#)

One Privacy Law to Rule them All?

[Client alert, 5.26.2022](#)

California Supreme Court Rules that Meal- and Rest-Period Premiums Constitute Wages

[Client alert, 5.25.2022](#)

The Connecticut Data Privacy Act: The Next Piece in a Patchwork of US Privacy Laws

[Client alert, 5.11.2022](#)

Washington Enacts a New Pay Transparency Law

[Client alert, 5.4.2022](#)

Automatic Extensions of Employment Authorization Documents Lengthened to 540 days; Eligible Categories and Conditions Remain the Same

[Client alert, 4.26.2022](#)

Washington Prohibits Most Nondisclosure and Nondisparagement Provisions

[Client alert, 4.14.2022](#)

Ohio Enacts Changes to Its Overtime Pay Requirements

[Client alert, 4.14.2022](#)

Judge Albright Swipes Right on Bumble's 'Original Patent' Requirement Defense

[Client alert, 4.11.2022](#)

Massachusetts Employers Are Now Strictly Liable For Treble Damages for Late-Paid Wages

[Client alert, 4.8.2022](#)

Ohio General Assembly Passes Significant Real Property Tax Reforms

[Client alert, 3.28.2022](#)

US and EU Announce a New Trans-Atlantic Data Privacy Framework

[Client alert, 3.25.2022](#)

Utah Latest State to Enact a Comprehensive Privacy Law

[Client alert, 3.23.2022](#)

District Court Reinstates Trump-Era Independent Contractor Rule

[3.9.2022](#)

New Enforcement and New Rules for Made in USA Claims

[Client alert, 12.23.2021](#)

Federal Vaccine Mandates End-of-Year Roundup

[Client alert, 10.18.2021](#)

The FTC Says "You're On Notice" of Penalty Offenses

[Authored article, \*The Fashion Law\*, 5.14.2021](#)

The First Pillar of Online Brand Control? Channel Management

Client alert, 4.30.2021

Eleventh Circuit Limits Reach of ADA Accessibility Requirements Online

Client alert, 4.26.2021

Florida House Passes Expansive Privacy Bill by a Landslide

Authored article, 4.7.2021

White Paper: The Impact of *Gregg v. Ameriprise Financial* on Strict Liability in Pennsylvania Consumer Transactions

Client alert, 11.11.2020

The Top 9 Things Retailers Need to Know About Service Animals

Client alert, 11.10.2020

*Client Alert*: New Jersey Latest with Statewide Ban of Single-Use Plastic (and Paper) Bags

Client alert, 11.4.2020

*Client Alert*: California Voters Set To Approve New Privacy Rights Act – 5 Things to Know

Client alert, 9.9.2020

Crash Course Compliance: Top 5 Things Every Company Should Know About U.S. Drug and Device Regulation

Client alert, 5.21.2020

DOL Expands the Retail and Service Establishment Overtime Exemption

Authored article, 5.7.2020

Best Practices for Jewelers to Avoid Legal Liability When Reopening Stores During the COVID-19 Pandemic

Client alert, 5.5.2020

Tax Sharing: California and Texas Take Different Intrastate Sales Tax Approaches Post *Wayfair*

Client alert, 3.30.2020

Ohio Governor Mike DeWine Signs COVID-19 Related Legislation

Client alert, 3.24.2020

*The Evaluator*: Special Edition: COVID-19 State-by-State Real Property Tax Impacts

Client alert, 3.23.2020

Overview of Ohio Department of Health “Director’s Stay at Home Order”

Client alert, 3.22.2020

Ohio Department of Health Director Issues “Stay at Home Order”

Client alert, 12.10.2019

*Labor and Employment Alert*: Philadelphia Enacts Predictable Scheduling Law for Retailers

[Client alert, 11.6.2019](#)

*Client Alert:* USDA To Begin Reviewing State Hemp Plans and Producer License Applications

[Client alert, 10.23.2019](#)

*Client Alert:* Jury Clears 5-Hour Energy of Liability for Antitrust Violations, But the Damage Is Done

[Client alert, 7.31.2019](#)

*Client Alert:* New Ohio Law Permits Possession and Sale of Hemp Products – But Legal Risks Remain

[Authored article, \*Digital Commerce 360\*, 6.13.2019](#)

How to Ensure MAP Compliance Across Online Marketplaces

[Client alert, 1.2.2018](#)

*Client Alert:* New Year Means Time to Revisit Your Data Incident Response Plan

[Authored article, \*Franchising World\*, 12.27.2017](#)

Four Questions to Consider When Construction Impacts Your Business

[Client alert, 7.11.2017](#)

*State and Local Tax Alert:* Ohio Supreme Court Overturns Reliance upon Leased Fee Sales for Real Property Tax Purposes

[Client alert, 6.15.2017](#)

*Client Alert:* Historic Win for Plaintiff in First Ever ADA Public Accommodations Website Accessibility Trial

[Authored article, 2.20.2017](#)

Whitepaper: Consumer Class Actions Arising from Data Breaches Present a Battleground for Standing to Bring Suit

[Authored article, 11.6.2016](#)

How to Identify Anonymous Unauthorized Online Sellers

[Authored article, 10.27.2016](#)

Companies Should be Aware of, Seek to Stop Traffic Diversion by Competitors

[Authored article, 10.11.2016](#)

Practical Tips for Maintaining Online Minimum Advertised Pricing Policies and Avoiding Antitrust Issues

[Authored article, 9.22.2016](#)

Communications With Distributors, Customers Key to Enforcement Program

[Authored article, 9.9.2016](#)

Combatting IP Infringement, Unauthorized Sales on Shopping Apps

[Authored article, 9.6.2016](#)

Minimum Advertised Pricing (MAP) Policy Enforcement

[Client alert, 9.1.2016](#)

Client Alert: New Rule for Flying a Drone for Commercial Purposes Now Effective

[Authored article, 8.11.2016](#)

Serving Subpoenas to Identify Unauthorized Online Sellers on eBay

[Authored article, 7.18.2016](#)

Sources of Unauthorized Online Sales: The Five Most Common Types of Unauthorized Sellers on eBay and Other Third-Party Websites

[Client alert, 7.5.2016](#)

*Client Alert:* Fallout From The EMV October 2015 Liability Transfer Mandate

[Authored article, 6.30.2016](#)

Three-Step Approach to Stopping Unauthorized Online Sales on eBay

[Authored article, 6.16.2016](#)

How to Prevent Grey Market and Diverted Goods From Undercutting Your Prices on eBay

[Client alert, 5.10.2016](#)

*Client Alert:* Online Retailers Beware in New Jersey: New Lawsuits under the New Jersey Truth-In-Consumer Contract, Warranty and Notice Act Target Online Businesses

[Authored article, 4.12.2016](#)

How Companies are Responding to Unauthorized Online Sales, Product Diversion

[Authored article, 4.11.2016](#)

Practical Guidelines for Retailers Seeking to Avoid E-Commerce Marketing Class Actions

[Authored article, 3.31.2016](#)

Companies Must Police Unauthorized Online Sales Themselves, Cannot Rely on eBay or Other Sites

[Authored article, 3.16.2016](#)

How a Company Operates Can Impact Whether It May Have Legal Claims Against Unauthorized Sellers

[Authored article, 3.1.2016](#)

Stopping Unauthorized Online Sales and Product Diversion: A New Approach (White Paper)

[Authored article, \*Texas Lawyer\*, 2.22.2016](#)

Open Carry Law Presents Unsightly Small Business Problems

[Authored article, 2.2.2016](#)

How to Deal With, Stop Online Grey Market Sales

[Authored article, 2.1.2016](#)

Going Green? Be Careful – It's a Jungle Out There!



Authored article, 1.25.2016

How to Detect and Stop Counterfeit Online Sales

Authored article, 11.20.2015

California's Green-Chemistry Initiative: Retailers, Be on the Lookout

Client alert, 9.10.2015

*Client Alert:* New Patent Infringement Decision Could Pose Problems for E-Commerce Business

Client alert, 7.17.2015

*State and Local Tax Alert:* Vendors Need to Prepare for Ohio's Upcoming Ohio Sales Tax Holiday

Authored article, 2015

Mergers and Acquisitions for Distributors: Expert Advice for Buyers and Sellers

Client alert, 8.18.2014

*Client Alert:* Five Considerations When Selecting a New Brand

Authored article, *Social Media Explorer*, 6.25.2014

Celebrity Spokespersons and the Federal Trade Commission

Authored article, 4.2014

White Paper: Three Steps Businesses Can Take to Overcome the Impact of Online Product Diversion

Client alert, 4.18.2014

*Client Alert:* Federal Court Rules That Zip Code Alone is Not an Address Under D.C. Credit Card Transaction Law

Authored article, 7.1.2013

Regulators' Scrutiny and Guidance for Mobile Apps

Client alert, 5.20.2013

*Client Alert:* "Use" of a Mark in the U.S.A.

Authored article, *What's in Store, American Bar Association, Winter 2013*

Flash Cookies Litigation: The Next Wave or a "Flash" in the Pan?

Client alert, 7.1.2011

*Client Alert:* Loyalty Program Discounts Clarified for Retail Vendors in Ohio

Client alert, 2.11.2011

*Client Alert:* California Supreme Court Rules that ZIP Code is Personal Information Under the Song-Beverly Credit Card Act

Client alert, 10.22.2008

*Client Alert:* Paper or Plastic?

Retailers May No Longer Have A Choice As Certain Communities Are Choosing For Us

Authored article, 9.10.2008

"The EFCA's Destruction of Workplace Democracy"

## Speaking Engagements

Event, 7.20.2023

What to Expect for 2023 Commercial Property Reappraisals

Event, 8.16.2023

Grow in Ohio: Ohio State and Local Tax Compliance

Event, 8.23.2023

Grow in Ohio: Immigration Solutions to Workforce Problems

Event, 9.6.2023

Grow in Ohio: Ohio Labor and Employment Laws: What Companies Need to Know

Event, 8.2.2022

Proactive Strategies to Address Unionization Attempts

6.15.2022

The Global IP Management Forum

4.21.2022

2022 Cincinnati Labor and Employment Seminar

Event, 4.19.2022

Strategies for Stopping Patent Infringement on Amazon

12.14.2021

2021 NLRB Developments: OSBA/NLRB Regions 8 & 9 Annual Seminar

12.2.2021

Brand Protection & Anti-Counterfeiting Executive Roundtable

11.16.2021

Prepare for 2022: Implementing the Right Steps to Stop Unauthorized Sellers, Brand Erosion and Channel Conflict

11.8.2021

OSHA's Private-Sector Vaccination/Testing Mandate

11.3.2021

Current Developments: Addressing Racism in Corporate Environment Including Approaches to Beneficial Discussions About Race with Employees and Leadership Teams

10.28.2021

Acknowledging Privilege and Becoming an Ally for The Inclusion & Equity Summit: Texas

10.28.2021

Retail Law Conference 2021

10.18.2021

Channel Management in the Age of eCommerce

9.15.2021

Chicago eCommerce Summit

4.22.2021

Retail Development & Law Symposium for ICSC

4.13.2021

CincyIP How to Enforce patents on Amazon

Event, 10.20.2020

Knueve Speaks at the 2020 RILA Retail Law Conference

Event, 9.29.2020

Strategies for Controlling Seasonal Online Marketplace Sales

9.29.2020

Crash Course Compliance: Preparing for FDA's "Return to Normalcy"

Event, 10.17.2019

Knueve and Smith Speak at the 2019 RILA Retail Law Conference

6.26.2019

COAACC Classroom

6.5.2019

CBUS 19 Retail Re-Thought Conference

6.5.2019

CBUS 19 Retail Re-Thought Conference

3.7.2019

Real Estate Tax Deadlines are Looming: Here is What You May Be Missing

11.7.2018

Keep Ohio Beautiful Annual Meeting & Award Program

4.26.2018

Trends in Internet and Ecommerce Law: What Every In-House Counsel Should Know

March 1-2 2018

2018 ICSC Seminar

Ohio, Kentucky, Indiana, Michigan, Pennsylvania Retail Development & Law Symposium

11.2.2017

2017 Akron Labor and Employment Seminar

10.6.2017

Annual Fall Ohio Conference

10.5.2017

2017 JASCO Economic Business Seminar

10.4.2017

Ohio Athletic Conference Professional Development Conference

8.13.2017

2017 International Legal Technology Association Conference

6.6.2017

Direct Selling Association Annual Conference

5.7.2017

Mortgage Bankers Association Legal Issues & Regulatory Compliance Conference

1.12.2017

Direct Selling Legal & Compliance Summit

Hosted by Momentum Factor

11.3.2016

How to Stop Unauthorized Sellers From Ruining Your MAP Program

10.31.2016

Detect, Deter and Defeat Unauthorized Sellers

10.26.2016

Retail Law Conference

Hosted by RILA

10.24.2016

Direct Selling Association Business & Policy Conference

9.21.2016

Retail Global Conference

6.30.2016

Pennsylvania Food Merchants Association Webinar

6.23.2016

DOL Overtime Rule Update

6.8.2016

Stopping Unauthorized Sellers (Diverted and Grey Market Goods)

Hosted by NetNames

4.29.2016

Annual Ohio Employment Law Seminar and Meeting

Hosted by the Ohio Employment Lawyers Association

4.21.2016

HR Academy: Cincinnati Labor & Employment Law Update

Presented by Vorys, Sater, Seymour and Pease LLP and the Ohio Chamber of Commerce

3.17.2016

Data Breach & Privacy Litigation and Enforcement Conference

Hosted by the American Conference

3.4.2016

ICSC Ohio, Kentucky, Indiana, Michigan & Pennsylvania Retail Development & Law Symposium

1.21.2016

Beating Unauthorized Sellers

Hosted by Momentum Factor

10.24.2014

44th Annual ICSC U.S. Shopping Center Law Conference

4.24.2014

Crisis Preparedness for In-House Counsel

Central Ohio Chapter - Association of Corporate Counsel

1.29.2013

22nd Annual Ohio Tax Conference

2.5.2010

Preparing for the 2010 Proxy and Annual Report Season

Presented by Vorys, Sater, Seymour and Pease LLP