

## Publications

### Four Steps to Stop Unauthorized Online Sales of Your Products

#### Related Attorneys

Daren S. Garcia

Whitney C. Gibson

#### Related Services

eControl

**AUTHORED ARTICLE** | 1.12.2018

*TotalRetail*

Vorys attorneys and co-leaders of the online seller enforcement group, Whitney Gibson and Daren Garcia, authored an article for *TotalRetail* titled "Four Steps to Stop Unauthorized Online Sales of Your Products."

#### The article states:

*"As retailers are well aware, the rise of online marketplaces on which anyone can sell products with little to no up-front investment has led to an abundance of products marketed over the internet by unauthorized sellers at steeply discounted prices. These products are often diverted from a brand's authorized distribution channels and cause considerable consumer confusion regarding their source and quality.*

*Because it is so easy for consumers to price compare online, they often buy products at the lowest price they find and don't realize when they're purchasing a diverted product from an unauthorized seller. The net effect is that consumers are often confused and angry with the inferior products they receive, causing damage to the brand's good will.*

*To stop unauthorized online sales of their products, brands must adopt a comprehensive strategy."*

To read the entire article, visit *TotalRetail* website.