



Jessica Knopp Cunning

PARTNER

Akron

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Practice Areas

eControl
Intellectual Property
Litigation

Education

University of Akron School of Law,
J.D., *magna cum laude*, 2012

The Ohio State University, B.S.,
cum laude, 2009

Bar & Court Admissions

Ohio
U.S. Supreme Court
U.S. District Court for the
Northern District of Ohio
U.S. District Court for the
Southern District of Ohio

Jessica is a strategy leader in the firm's nationally recognized practice group **Vorys eControl**, focusing her efforts on developing brand protection strategies in the United States and globally.

Her areas of focus include advising on online go-to-market strategies best suited to protect and grow brands, revamping outdated distribution models to support brand success, executing legal strategies to remove unauthorized sellers and minimum advertised price (MAP) violators, and advising brands on how to expand or obtain online sales control globally. She has counseled brands on how to expand to international online marketplaces, including Amazon (.ca, .mx, .br), Mercado Libre (South America), Tmall (China) and Coupang (Korea), and has represented numerous brands in those negotiations with third-party sellers or the online marketplace operators.

She is also a thought leader on drafting and implementing minimum advertised price policies that a brand can effectively implement, and she counsels brands and manufacturers on intellectual property matters and antitrust considerations.

Prior to joining Vorys eControl, Jessica litigated intellectual property, class action and other commercial matters for several years. She has been consistently recognized by *Ohio Super Lawyers* as a Rising Star in business litigation for the past four years. Jessica is also a member of Vorys' drone and autonomous vehicle working group, with a focus on drones and intellectual property.

Jessica received her J.D. *magna cum laude* from The University of Akron School of Law, where she was assistant editor to the *Intellectual Property Journal* for the *Akron Law Review* and served as an advocate on Akron's trial team. Jessica received her B.S. *cum laude* in business administration from The Ohio State University Fisher College of Business, minoring in visual communication and design. She is an alumna of Torchbearers, a young professionals' organization that focuses on fostering young leaders in the Akron community and is an active member of DRI, the leading organization of defense attorneys and in-house counsel in the country.

*Admitted to practice law only in
the states listed above.*

Events

Event, 4.26.2023

2023 eControl360 Summit

Event, 4.19.2022

Strategies for Stopping Patent Infringement on Amazon

11.6.2019

Inaugural eControl360 Summit to Address Growing Challenges for
Brands in the Amazon Age

5.23.2017

Statutes of Limitations and Equity: Emerging Defenses to Lease
Busting Claims Based on Ancient Gaps in Production