



## Colleen M. Devanney

PARTNER

### Cincinnati

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### Practice Areas

eControl

False Claims Act and Qui Tam

Intellectual Property

Litigation

Technology Transactions

### Education

University of Cincinnati College of Law, J.D., *cum laude*, 2008

University of Dayton, B.A., *magna cum laude*, 2005

### Bar & Court Admissions

Ohio

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

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

Colleen is a partner and a member of the firm's nationally recognized **Vorys eControl**. As part of this group, Colleen counsels businesses on issues related to eCommerce and online brand protection.

Colleen's practice focuses on helping manufacturers and brands address the problems and harness the opportunities created by eCommerce and online marketplaces. In this capacity, Colleen's experience involves the development of custom programs for companies confronting unauthorized sales on the internet.

Colleen has significant experience in strategies to assist companies with their online distribution issues, including pricing, product diversion, counterfeit, unfair competition and false advertising issues. Colleen also designs comprehensive enforcement strategies for her clients, utilizing investigation, technology and legal tools to implement efficient enforcement strategies to identify and remove online sellers.

Colleen also has significant experience in litigating complex business matters, including those arising from the conduct on the internet. She has obtained successful outcomes for her clients in matters involving online reputation attacks, competitor false review schemes, misleading online marketing, public disclosure of private facts and online trademark abuse.

Colleen received her J.D. *cum laude* from the University of Cincinnati College of Law and her B.A. *magna cum laude* from the University of Dayton.

### Events

Event, 4.26.2023  
2023 eControl360 Summit

12.7.2019

Ethical and Professional Implications of an Ever-Evolving Legal Technology Landscape

11.6.2019

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

5.8.2018

51st Annual International Franchise Association Legal Symposium

1.18.2018

Direct Selling Legal & Compliance Summit

5.18.2017

Wild, Wild West: How to Protect & Defend Your Brand Online in Today's Search Engine Environment

11.17.2016

How to Remove Defamation and Other Damaging Content from the Internet

11.15.2016

The Good, The Bad, and The Ugly: Navigating the New World of Online Reviews

10.18.2016

How to Remove Defamation and Other Damaging Content from the Internet

7.27.2016

How to Remove Defamation, Negative Reviews, and Other Damaging Content from the Internet

5.12.2016

Internet Law Leadership Summit

5.5.2016

Ohio Association for Justice 2016 Annual Convention

4.21.2016

HR Academy: Cincinnati Labor & Employment Law Update

4.8.2016

How to Remove Defamation and Other Damaging Content from the Internet

2.18.2016

How to Remove Defamation, Negative Reviews, and Other Damaging Content from the Internet