



T. Blake Finney

PARTNER

Cincinnati

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Practice Areas

eControl

False Claims Act and Qui Tam

Intellectual Property

Litigation

Education

University of Michigan Law
School, J.D., *cum laude*, 2011

*Michigan Journal of Race and
Law*, Contributing Editor,
2010-2011

University of Pennsylvania, B.A.,
cum laude, 2006

Bar & Court Admissions

Ohio

U.S. Court of Appeals for the Sixth
Circuit

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

Admitted to practice law only in

Blake is a partner in the Vorys Cincinnati office and a member of the Vorys eControl group. His practice focuses on brand protection, product diversion and **Vorys eControl**. He handles matters related to helping manufacturers and brands address the problems and harness the opportunities created by eCommerce and the rise of online marketplaces. Blake's experience involves the development of custom programs for companies confronting unauthorized sales on the internet and then implementing and enforcing such programs.

Blake has significant experience developing strategies to assist companies with product distribution issues, including pricing, product diversion, unauthorized importation of grey market goods and counterfeit sales. Blake also designs complete enforcement strategies for his clients, utilizing investigation, technology and legal tools to implement efficient enforcement programs to identify and remove online sellers.

Additionally, Blake has extensive experience handling complex commercial litigation, including matters arising out of unlawful online conduct. He has obtained successful outcomes for his clients involving the sale of grey market products, misleading online marketing, the removal of false statements and false website reviews and trademark infringement.

Blake received his J.D. *cum laude* from the University of Michigan Law School, where he was the contributing editor for the *Michigan Journal of Race and Law*. He received his B.A. *cum laude* from the University of Pennsylvania.

Events

Event, 4.26.2023
2023 eControl360 Summit

the states listed above.

2.19.2020

eCommerce Consortia Meeting

11.6.2019

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