



Daren S. Garcia

PARTNER

London

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Practice Areas

Class Actions

eCommerce Litigation

eControl

Litigation

Education

Emory University School of Law,
J.D., 2002

The Ohio State University, B.A.,
1998

Bar & Court Admissions

Ohio

Florida (inactive)

Pennsylvania (inactive)

U.S. Court of Appeals for the
Second Circuit

U.S. Court of Appeals for the Sixth
Circuit

U.S. Court of Appeals for the
Ninth Circuit

Daren is the managing partner of the Vorys London office and a member of [Vorys eControl](#). Daren leads Vorys eControl's international programs and also devotes substantial time advising U.S.-focused companies on their online sales control initiatives. Daren counsels branded manufacturers across numerous product verticals on the design and implementation of thought-leading distribution strategies and enforcement systems focused on driving profitable eCommerce growth through increased online sales control and gray market mitigation.

In addition, Daren has extensive lead trial counsel litigation experience in a variety of areas, including conducting litigation on behalf of brands against disruptive unauthorized resellers. Daren has been recognized by *Chambers and Partners* as a "Leading Lawyer" in litigation.

Career highlights include:

- Developing cutting-edge solutions for the online sales control challenges faced by today's brands
- Advising hundreds of brands on distribution and eCommerce channel structures and agreements – both domestically and internationally – designed to protect and grow brand value
- Advising leading brands on legal strategies against unauthorized sellers both domestically and internationally
- Leading unauthorized online seller enforcement efforts for hundreds of leading manufacturers and brands both domestically and internationally
- Leading litigation matters against disruptive, highly sophisticated unauthorized online sellers
- Implementing hundreds of authorized reseller programs – both brick and mortar and eCommerce – for manufacturers and brands to help protect brand value by controlling online sales
- Implementing hundreds of MAP and MRP programs and advising on related enforcement efforts (U.S. Only).

U.S. District Court for the Middle District of Florida

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

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

U.S. District Court for the Western District of Pennsylvania

England and Wales

Admitted to practice law only in the states listed above.

Industries

Retail and Consumer Products

Events

Event, 5.8.2024

Control 4 Growth Symposium

Event, 4.26.2023

2023 eControl360 Summit

12.7.2021

Thinking about Going 3P? How to Leverage Acceleration and Control Strategies to Optimize your Marketplace Business

10.18.2021

Channel Management in the Age of eCommerce

9.15.2021

Chicago eCommerce Summit

3.22.2021

Best Practices and Insights for Driving Profitable Growth on Online Marketplaces

2.2.2021

eCommerce Litigation – Frequently Seen Disputes & Strategies For Addressing Them

6.25.2020

European Distribution and Legal Enforcement Strategies

4.17.2020

Webinar: Coronavirus Further Exposes Need for Controlled eCommerce Channels

2.19.2020

eCommerce Consortia Meeting

11.6.2019

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

6.29.2019

Vertical Restraints & Distribution 2019 Conference

6.18.2019

BWG Strategy Omnichannel Sales & Marketing Forum

5.22.2019

eControl EU Webinar

5.8.2019

Amazon Hack-a-thon London

4.23.2019

Brand Roundtable Webinar

3.26.2019

E^HACKATHON

9.18.2018

NAVC Media E-Commerce Summit

9.13.2018

Cleveland Research eCommerce Summit

6.8.2018

The MAP Map: Navigating Minimum Advertised Price Policies and Other Resale Issues

5.10.2018

Protecting Brand Value, Stopping MAP Violators and Removing Unauthorized Marketplace Sellers

1.30.2018

20th Anti-Counterfeiting & Brand Protection Summit

10.26.2016

Retail Law Conference

10.24.2016

Direct Selling Association Business & Policy Conference