



## Whitney C. Gibson

PARTNER

### Cincinnati

301 East Fourth Street  
Suite 3500  
Great American Tower  
Cincinnati, Ohio 45202

t: 513.723.4823  
wcgibson@vorys.com

### Practice Areas

Class Actions  
eControl  
Employment Litigation  
False Claims Act and Qui Tam  
Intellectual Property  
Litigation  
Technology Transactions

### Education

University of Cincinnati College of Law, J.D., 2004, Order of the Coif  
*Cincinnati Law Review*, Associate Member, 2002-2003  
Penn State University, B.S., 2000

### Bar & Court Admissions

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

Whitney is a partner and leader of the firm's nationally recognized **Vorys eControl**. He and the firm's team have developed cutting-edge, yet cost-effective, solutions to help brands control their sales in the digital age.

In leading Vorys' eControl, Whitney has developed custom programs for companies confronting unauthorized sales, grey market sales, counterfeit sales, Minimum Advertised Price (MAP) violators and other illegal sales on the internet. The team combines legal, technological and investigative tools and services.

Whitney was instrumental in the creation of the firm's three-step program designed to help brands control online sales, eliminate channel conflict and protect brand value. He has led more than 300 brands – including some of the world's largest – through the development of end-to-end strategies. He has helped craft new and innovative foundational steps necessary to make enforcement efforts effective. And, he has built an in-house enforcement team charged with identifying and removing online sellers through a multitude of legal tactics. This program recently received an international InnovAction Award for its innovation in providing a comprehensive approach to help brands preserve their online brand value.

Whitney also frequently litigates complex internet cases. These types of cases include unauthorized online sales, online reputation attacks, competitor false review schemes, misleading online marketing, public disclosure of private facts and online trademark abuse. Because of his success, several credible and well known online reputation management, public relations and cyber investigation companies around the world now frequently recommend Vorys for difficult internet cases.

Most recently, Whitney has co-authored the book *Controlling Your Brand in the Age of Amazon: The Brand Executive's Playbook for Winning Online* with James Thomson of Buy Box Experts. This book addresses the pressures that brands now face with the maturation of

## Industries

### Retail and Consumer Products

online marketplaces like Amazon. It highlights both business and legal strategies that brands can employ when faced with threats posed by online marketplaces. Whitney is also the co-editor of the [Marketplace Solutions](#) blog.

Media regularly call upon Whitney regarding his experience handling internet-related topics. Whitney has been quoted in *Forbes*, *The Washington Post*, *Corporate Counsel* and the *Cincinnati Enquirer*. He regularly authors articles for trade and popular media, including *PR News*, *Texas Lawyer*, *PR Daily*, *Law360*, *Social Media Explorer*, *HOTELS Magazine* and *Columbus C.E.O. Magazine*.

Whitney has also educated audiences on topics related to controlling online sales as a keynote and featured speaker across the country. He regularly presents at some of the most highly attended conventions and trade shows in the industry.

Whitney is recognized as one of the “Best Lawyers in America” and has also been named as a “Super Lawyer.”

## Events

Event, 5.8.2024

Control 4 Growth Symposium

Event, 4.26.2023

2023 eControl360 Summit

12.2.2021

Brand Protection & Anti-Counterfeiting Executive Roundtable

11.16.2021

Prepare for 2022: Implementing the Right Steps to Stop Unauthorized Sellers, Brand Erosion and Channel Conflict

10.12.2021

Legal Considerations for Brands Expanding Their Go-To-Market Strategy

11.6.2019

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

3.15.2019

Brand Roundtable: “Amazon One Vendor” and its implications

3.14.2019

Selling on Amazon: The Inside Story

2.19.2019

Fighting Back Against Dynamic Pricing: How to successfully regain brand control on Amazon and beyond

12.13.2018

Marketplace Growth & Unauthorized Seller Prevention Q&A

11.13.2018

The Importance of Aligning Your Online Marketplace Enforcement Objectives with Your Business Goals

10.17.2018

Sales Management Association Sales Force Productivity Conference

9.25.2018

The Hack-a-Thon

9.13.2018

Cleveland Research eCommerce Summit

5.17.2018

The IACC 2018 Annual Spring Conference

4.26.2018

Trends in Internet and Ecommerce Law: What Every In-House Counsel Should Know

1.30.2018

20th Anti-Counterfeiting & Brand Protection Summit

1.25.2018

Outdoor Retailer Snow Show

1.18.2018

Direct Selling Legal & Compliance Summit

9.6.2017

Compass 2017

6.6.2017

Direct Selling Association Annual Conference

5.4.2017

28th Annual Spring Pricing Workshop & Conference

2.21.2017

Why MAP Policies Fail and What You Can Do So Your Policy Doesn't

2.9.2017

Protecting Your Brand: An Innovate Strategy to Address Unauthorized Marketplace Sellers

1.12.2017

Direct Selling Legal & Compliance Summit

11.3.2016

How to Stop Unauthorized Sellers From Ruining Your MAP Program

10.31.2016

Detect, Deter and Defeat Unauthorized Sellers

10.26.2016

Retail Law Conference

10.24.2016

Direct Selling Association Business & Policy Conference

10.14.2016

Efficient and Effective Strategies for Addressing Unauthorized Sellers

9.21.2016

Retail Global Conference

9.7.2016

Channel IQ's Compass 2016 Conference

8.11.2016

A New, Comprehensive Approach for Stopping Third-Party Unauthorized Sellers Online Webinar

6.8.2016

Stopping Unauthorized Sellers (Diverted and Grey Market Goods)

6.7.2016

Direct Selling Association 2016 Annual Meeting

4.20.2016

10th Annual Spring CLE Event: Welcome to the Jungle!

1.21.2016

Beating Unauthorized Sellers

11.3.2015

Protect Your Online Reputation

10.15.2015

2015 Global Strategies Summit

9.23.2015

17th Advanced Global Legal & Compliance Forum on Cyber Security & Data Privacy and Protection

6.2.2015

Online Reputation and Brand Attacks

5.27.2015

Mastering Cyber Law, Cloud Computing & Social Media Law

4.29.2015

2015 Labor & Employment Update

4.15.2015

How to Remove Defamation and Other Damaging Content from the Internet

3.26.2015

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

1.22.2015

Internet Defamation and the Credit and Collection Industry: How to Remove Defamation, Negative Reviews and Other Damaging Content from the Internet.

1.21.2015

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

10.28.2014

How to Remove Defamation and Other Damaging Content from the Internet

9.30.2014

Online Reputation Attacks Against Companies: Response Strategies for In-House Counsel

8.27.2014

How to Come out On Top When Dealing With Negative Reviews

4.24.2014

Strategies for Responding to Online Reputation Attacks

11.19.2013

Social Media Mania