



## Adam C. Sherman

PARTNER

Adam is a partner at the Vorys Cincinnati and Orange County offices, where he leads the eControl group's enforcement and brand protection practices. His practice primarily focuses on the complexities of eCommerce and online marketplaces, offering solutions for companies navigating this evolving landscape.

Adam has extensive experience addressing online distribution and brand protection issues such as pricing, product diversion, counterfeit, unfair competition and false advertising. He designs and implements enforcement strategies that combine investigation, technology, and legal knowledge to identify and remove problematic online actors.

As part of the **Vorys eControl** team, Adam works with clients to implement agreements and policies that help gain control of the marketplace by providing the foundation to remove unauthorized sellers and address brand protection issues. His approach is to tailor each client's unique needs, challenges and distribution strategies.

Adam works with clients with varying eCommerce strategies, assisting them in effectively managing and containing unauthorized online sales. His approach considers both internal business strategies and external enforcement on the marketplaces.

Adam received his J.D. from the New York University School of Law and his B.A. with high honors from the University of Michigan.

### Cincinnati

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### Orange County

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Suite 500  
Irvine, California 92612

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### Practice Areas

**Copyrights**

**eControl**

**Intellectual Property**

**Litigation and Appeals**

### Education

New York University School of  
Law, J.D., 2001

University of Michigan, B.A., 1997,  
with High Honors

### Bar & Court Admissions

New York

Ohio

California

### Events

**Speaking Engagement, 8.19.2024**

American Bankruptcy Institute's 2024 Midwest Regional Bankruptcy  
Seminar

**Event, 4.26.2023**

2023 eControl360 Summit

U.S. Court of Appeals for the Sixth  
Circuit

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

11.6.2019

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

4.26.2018

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

6.6.2017

Direct Selling Association Annual Conference

1.12.2017

Direct Selling Legal & Compliance Summit (2017)