



## Mickey Sutton

ASSOCIATE

Mickey is an associate in the Vorys Cincinnati office and a member of the **Vorys eControl** group.

Mickey's practice focuses on the development of brand protection strategies both in the United States and globally. His areas of focus include: advising manufacturers on their go-to-market strategies and distribution models in order to protect brands and grow sales, developing legal strategies to remove unauthorized sellers and mitigate product diversion issues (and counseling brands through execution of those strategies), and enforcing intellectual property violations. Mickey routinely assists brands with development of authorized seller programs, including drafting and negotiating both domestic and international distributor and reseller agreements. Mickey also works with manufacturers on Minimum Advertised Pricing (MAP) policies and issues related to Resale Price Maintenance, and he regularly trains executives, ecommerce and sales teams on best practices to lower anti-trust risk.

Mickey also has experience counseling businesses and individuals on other intellectual property matters, including copyright and trademark prosecution, enforcement and licensing of IP portfolios, and endorsement and influencer agreements.

Mickey received his J.D. *cum laude* from the University of Cincinnati College of Law, where he was the managing editor of the *University of Cincinnati Law Review*. He received his B.A. *magna cum laude* from Siena College in Upstate New York.

### Cincinnati

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### Practice Areas

Copyrights

eControl

Intellectual Property

Trademarks

### Education

University of Cincinnati, J.D., *cum laude*, 2017

*University of Cincinnati Law Review*, Managing Editor

Siena College, B.A., *magna cum laude*, 2014

### Bar & Court Admissions

Kentucky

Ohio

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