

## Garcia Quoted in Article Titled "Decision Over Unauthorized Sales of iPhone Cases Has Takeaways for Fashion's Gray Market Fight"

### Related Attorneys

Daren S. Garcia

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Daren Garcia, a Vorys partner and member of the eControl team, was quoted in an article for The Fashion Law titled "Decision Over Unauthorized Sales of iPhone Cases Has Takeaways for Fashion's Gray Market Fight".

### The article states:

"It is not difficult to see how brands might use the outcome in the Otter case to address their concerns when it comes to unauthorized sales of their products – in unauthorized conditions – by a growing number of third parties, but most immediately, resale sites that have already ruffled some brands' feathers for allegedly selling counterfeit or infringing products and also for selling otherwise authentic products in conditions that are damaging to the brands in that they do not mirror the conditions mandated by the brands, themselves.

Reflecting on the potential impact of Judge Rodriguez's decision going forward, Vorys, Sater, Seymour and Pease LLP partner Daren Garcia tells TFL that "while the case does not directly involve a fashion or brand, it will have direct relevance to any such brands struggling to stop gray market unauthorized product on online marketplaces." He further noted, "This is a major win for brands of all types and establishes the legal framework required to effectively stop unauthorized online sellers from causing further damage to their businesses."

To read the full story, [click here](#).