

## Sherman Quoted in Adweek Story Titled "How Brands Are Battling Knockoffs on Amazon"

### Related Attorneys

Adam C. Sherman

### Related Services

eControl

### Related Industries

Retail and Consumer Products

NEWS | 2.12.2020

Adam Sherman, a partner in the Vorys Cincinnati office and a member of Vorys eControl, was quoted in an Adweek article titled "How Brands Are Battling Knockoffs on Amazon." The story, which was featured as the cover story of the Feb. 10, 2020 edition of the magazine, focused on how companies are dealing with counterfeit products on Amazon.

### The story states:

*"Brands can certainly implement controls over product distribution, like vetting sellers and implementing price agreements. But, says Adam Sherman, partner at the law firm Vorys, 'they will never be in a position where their products aren't on Amazon at all. If you're not controlling your brand on Amazon, someone else will.'"*

To read the entire story on the Adweek website, [click here](#). (Subscription may be required).