

News

Webinar Helps Businesses Avoid Losses from Unauthorized Third-Party Sellers

Related Attorneys

Whitney C. Gibson

Related Services

eControl

Related Industries

Retail and Consumer Products

NEWS | 10.25.2017

Vorys is hosting a webinar to help manufacturers **combat grey market sellers** and secure their distribution channels before the holiday shopping season begins.

The webinar, "Illegalize and Remove Unauthorized Third-Party Sellers Before Black Friday and Cyber Monday," will help brands prepare for two critical days in the retail. Attendees will get tips on how to create a successful online sales strategy; identify and monitor unauthorized third-party sellers; and craft policies that establish a legal foundation for removing unauthorized distributors.

The webinar will be presented on three separate dates. The first webinar is scheduled for October 26, 2017 at 1 p.m. ET, the second will be on November 2, 2017 at 1 p.m. ET and the third on November 9, 2017 at 1 p.m. ET. The webinar is free but space is limited. Interested parties can register here: <https://www.onlinesellerenforcement.com/removingsellersbeforeblackfriday/>

Whitney Gibson, a partner at Vorys and the chair of the firm's intellectual property and technology protection group, and David Howell, director of brand protection for the Vorys online seller enforcement group will co-present the webinar. Gibson focuses his practice on internet brand and reputation issues, and he has developed specialized programs centered on intellectual property infringement, internet defamation and online seller enforcement. Howell has provided online brand management services for multiple Fortune 500 companies and assists Fortune 2000 companies in avoiding online brand threats like fraud and defamation.

"What some businesses don't realize is that a large portion of holiday sales end up going to unauthorized third-party sellers. Sometimes these sellers offer counterfeit or subpar products that end up damaging the reputation of the brands they're attempting to imitate," Gibson said. "That's one reason why businesses need to be vigilant about protecting themselves from grey market sellers."

In 2016, Cyber Monday sales reached \$3.45 billion and was designated as the biggest day in the history of the U.S. for e-commerce. This year, experts have predicted that Black Friday--traditionally the day for shoppers to claim deals at brick-and-mortar stores--may unseat last year's Cyber Monday as the top online shopping day.

Register for the webinar here: <https://www.onlinesellerenforcement.com/removingsellersbeforeblackfriday/>

About Vorys: Vorys was established in 1909 and has nearly 375 attorneys in seven offices in Columbus, Cincinnati, Cleveland, and Akron, Ohio; Washington, D.C.; Houston, Texas; and Pittsburgh, Pennsylvania. Vorys currently ranks as one of the 200 largest law firms in the United States according to *American Lawyer* magazine.