

News

Vorys Continues International Growth, Expands with Office in Germany Focused on eControl

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Sarwenaz Kiani

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Vorys announced today the opening of a Berlin office, which will be the firm's second international office and 10th office overall. This continued international expansion supports the rapid growth of Vorys' globally recognized eControl practice.

"Nearly a decade ago, we created the eControl practice, and we have innovated and gained momentum both in the U.S. and internationally ever since," said Whitney Gibson, the founder and chair of Vorys eControl. "While we have been able to offer counsel to our clients through our London office and with the support of local counsel who are part of our eControl Global coalition, our clients have been asking us to establish a presence in a number of international markets. We are thrilled to soon offer our clients additional access to Vorys eControl professionals located in Europe."

Vorys eControl helps brands control their channels in the age of eCommerce. Leveraging law, data and technology, it pioneered an approach – critical in today's eCommerce world – that allows brands to assert control over their online and offline distribution channels and to protect themselves from unauthorized sales and other third-party illicit activity.

A new Vorys eControl partner, **Sarwenaz Kiani**, will be based in the Berlin office and help expand Vorys eControl European operations from Germany.

"Sarwenaz is an ideal addition to our team," said Gibson. "She has a proven track record of helping global brands successfully set-up and roll out their online distribution systems."

Kiani, who is qualified in Germany and in the U.K. and has been named as a key lawyer for EU and Competition by the Legal 500, focuses her practice on EU, German and UK competition law related issues. This includes merger control, investigations, contractual arrangements, as well as general competition law compliance. Kiani has particular experience with regard to vertical agreements such as the design and

implementation of distribution systems including shaping the online environment, specifically advising clients in the luxury and consumer goods industries. Previously, Kiani worked for international law firms in Frankfurt, London and Washington, D.C., among other locations.

“Vorys eControl is an international industry leader when it comes to helping clients manage efficient distribution strategy and brand protection issues,” Kiani said. “Joining Vorys and the eControl team is a perfect fit for me, given my in-depth experience counseling global brands in antitrust law in both the European Union and the United Kingdom.”

Vorys’ first international office, located in London, opened in September 2022 and also focuses on eControl. In addition to the firm’s capabilities in the EU and the UK, Vorys eControl has also expanded its geographic coverage through its eControl Global coalition of local counsel in to Australia, China, Mexico and soon Canada.

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About Vorys: Vorys was established in 1909 and currently has nearly 375 attorneys in nine offices in Ohio, Washington, D.C., Texas, Pennsylvania, California and London. The firm’s tenth office will be established in Berlin soon. Vorys currently ranks as one of the 200 largest law firms in the United States according to *American Lawyer* magazine. Learn more at [vorys.com](https://www.vorys.com).

About Vorys eControl: Vorys eControl is an interdisciplinary team of lawyers, brand protection professionals, investigators, technologists and data analysts that designs, implements and enforces online sales management solutions focused on driving brand growth and brand value. Vorys eControl has helped more than 800 brands, including some of the world’s largest companies across numerous product categories, to stop unauthorized sales, infringements of distribution agreements, mitigate channel conflict and preserve brand value in today’s eCommerce age. Learn more at vorysecontrol.com.