



Jessica Knopp Cunning

PARTNER

Jessica is a partner and strategy leader in the firm's nationally recognized **Vorys eControl** practice group, where she architects sophisticated brand protection and distribution strategies for the U.S. and global markets. Her practice centers on designing online go-to-market systems that drive brand growth while navigating complex regulatory and antitrust frameworks.

By aligning legal strategy with commercial objectives, Jessica serves as a key partner to executive leadership, sales and ecommerce teams. She specializes in modernizing distribution systems, drafting international commercial agreements and structuring authorized seller programs designed for long-term brand control. She also has significant experience with federal warranty law (Magnuson-Moss), advertising compliance and comprehensive risk mitigation.

A pioneer in data-driven legal counsel, Jessica leverages marketplace analytics to deliver recommendations tied to tangible business outcomes. She empowers brands to move beyond theory by evaluating high-impact metrics — including Amazon Buy Box ownership, preferred price compliance, seller concentration and listing suppression rates — to quantify program effectiveness and refine enforcement tactics. This data-centric approach allows her to design precision-engineered pricing policies (MAP), keyword restrictions and distribution controls that achieve specific business KPIs.

Internationally, Jessica guides brands through the complexities of global marketplaces, including Amazon (.ca, .mx, .br), Mercado Libre, Tmall and Coupang. She provides end-to-end support for brands scaling their eControl programs from the United States into Europe and beyond.

Prior to joining Vorys eControl, Jessica litigated intellectual property and complex commercial matters. She is consistently recognized as on the *Ohio Super Lawyers Rising Stars* list in business litigation. Jessica earned her J.D., *magna cum laude*, from the University of Akron School of Law and her B.S., *cum laude*, from The Ohio State University Fisher College of Business. An active member of the Akron civic community,

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Practice Areas

Antitrust and Trade Regulation

eControl

Intellectual Property

Litigation and Appeals

Education

University of Akron School of Law,
J.D., *magna cum laude*, 2012

The Ohio State University, B.S.,
cum laude, 2009

Bar & Court Admissions

Ohio

U.S. Supreme Court

U.S. District Court for the
Northern District of Ohio

U.S. District Court for the
Southern District of Ohio

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

she is a member of Leadership Akron's Community Leadership Institute
for 2026.

Events

Event, 5.20.2026

Vorys eControl Symposium: Salt Lake

Speaking Engagement, 10.14.2025

Website Weak Spots: Hidden Risks Every DTC Brand Should Know
(Webinar)

Event, 4.26.2023

2023 eControl360 Summit

Event, 4.19.2022

Strategies for Stopping Patent Infringement on Amazon

11.6.2019

Inaugural eControl360 Summit to Address Growing Challenges for
Brands in the Amazon Age

5.23.2017

Statutes of Limitations and Equity: Emerging Defenses to Lease
Busting Claims Based on Ancient Gaps in Production