



Laura E. Erdman

PARTNER

Cincinnati

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Cincinnati, Ohio 45202

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Practice Areas

Antitrust and Trade Regulation
eControl
Intellectual Property
Litigation and Appeals

Education

Washington and Lee University,
J.D., *summa cum laude*, 2014,
Order of the Coif

*Washington and Lee Law
Review*, Executive Editor

University of Colorado – Colorado
Springs, M.P.A., 2010

University of Maryland, B.A.,
magna cum laude, 2005, Phi
Beta Kappa

Bar & Court Admissions

Kentucky
Ohio
U.S. District Court for the

Laura is a partner in the Vorys Cincinnati office and a member of the firm's nationally recognized **Vorys eControl** group.

Laura leads the eControl group's Foundation team, which guides branded manufacturers through the process of implementing thought-leading distribution strategies and programs that enable brand control across a company's entire commerce ecosystem.

More specifically, Laura has led hundreds of companies across numerous product verticals through the design and implementation of Authorized Seller Programs covering both brick-and-mortar and online sales channels. Through this process, Laura advises clients on how to establish and enforce expectations with authorized channel partners that are designed to protect and grow brand value by controlling online sales, protecting product quality and preventing diversion.

Laura also advises brands on legal strategies to mitigate unauthorized sales, including the implementation of product differentiation strategies and product quality control programs that enable legal enforcement directly against grey-market sellers. Laura also counsels brands on a variety of trademark licensing, distribution, and other commercial matters related to their eControl programs.

Laura's antitrust practice includes counseling companies on matters related to vertical restraints, resale price maintenance, keyword bidding policies and Robinson-Patman Act compliance. She has assisted hundreds of brands in implementing or revamping Minimum Advertised Price (MAP) and other unilateral pricing policies to better achieve commercial goals while mitigating antitrust risk in today's dynamic, evolving ecommerce environment.

Laura also has extensive experience advising consumer and industrial product companies regarding product warranty and satisfaction guarantee compliance matters, including compliance with the federal Magnuson-Moss Warranty Act and related regulations, and various state laws impacting warranties, product registration, extended warranties and other consumer protection issues.

Southern District of Ohio

U.S. District Court for the Eastern District of Kentucky

U.S. Court of Appeals for the Sixth Circuit

Admitted to practice law only in the states listed above.

Clerkships

The Honorable William O. Bertelsman, U.S. District Court for the Eastern District of Kentucky, 2014-2015

Laura received her J.D. *summa cum laude* from the Washington and Lee University School of Law, where she was the executive editor of the *Washington and Lee Law Review*. She received her masters of public administration from the University of Colorado at Colorado Springs and her B.A. *magna cum laude* from the University of Maryland.

Prior to joining Vorys, Laura served as a law clerk to the Honorable William O. Bertelsman in the U.S. District Court for the Eastern District of Kentucky.

Before attending law school, Laura worked in the foundation and nonprofit sector, including serving as grants coordinator for the United States Golf Association after completing the USGA's postgraduate Fellowship in Leadership and Service.

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

11.6.2019

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

9.13.2018

Cleveland Research eCommerce Summit