



## T. Blake Finney

PARTNER

### Cincinnati

301 East Fourth Street  
Suite 3500  
Great American Tower  
Cincinnati, Ohio 45202

t: 513.723.4825  
tbfinney@vorys.com

### Practice Areas

eControl

False Claims Act and Qui Tam

Intellectual Property

Litigation and Appeals

### Education

University of Michigan Law  
School, J.D., *cum laude*, 2011

*Michigan Journal of Race and  
Law*, Contributing Editor,  
2010-2011

University of Pennsylvania, B.A.,  
*cum laude*, 2006

### Bar & Court Admissions

Ohio

U.S. Court of Appeals for the Sixth  
Circuit

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

*Admitted to practice law only in*

Blake is a partner in the Vorys Cincinnati office and a member of the Vorys eControl group. His practice focuses on brand protection, product diversion and **Vorys eControl**. He handles matters related to helping manufacturers and brands address the problems and harness the opportunities created by eCommerce and the rise of online marketplaces. Blake's experience involves the development of custom programs for companies confronting unauthorized sales on the internet and then implementing and enforcing such programs.

Blake has significant experience developing strategies to assist companies with product distribution issues, including pricing, product diversion, unauthorized importation of grey market goods and counterfeit sales. Blake also designs complete enforcement strategies for his clients, utilizing investigation, technology and legal tools to implement efficient enforcement programs to identify and remove online sellers.

Additionally, Blake has extensive experience handling complex commercial litigation, including matters arising out of unlawful online conduct. He has obtained successful outcomes for his clients involving the sale of grey market products, misleading online marketing, the removal of false statements and false website reviews and trademark infringement.

Blake received his J.D. *cum laude* from the University of Michigan Law School, where he was the contributing editor for the *Michigan Journal of Race and Law*. He received his B.A. *cum laude* from the University of Pennsylvania.

### Events

Event, 4.26.2023  
2023 eControl360 Summit

*the states listed above.*

2.19.2020

eCommerce Consortia Meeting

11.6.2019

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