



Rodney A. Holaday

PARTNER

Columbus

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Columbus, Ohio 43215

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Practice Areas

Appellate Practice

eControl

Labor and Employment

Litigation and Appeals

Mass / Toxic Tort and Product
Liability Litigation

Securities, Shareholder Disputes
and Corporate Governance

Education

The Ohio State University Moritz
College of Law, J.D., 1997, with
honors, Order of the Coif

Miami University, B.S., 1994

Bar & Court Admissions

The Supreme Court of the United
States

Ohio

The United States Court of
Appeals for the Sixth Circuit

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

Rodney is a partner based in the Vorys Columbus office and a member of the **Vorys eControl** and litigation groups. He focuses on brand protection and control for eCommerce clients and complex business litigation.

His support of eCommerce clients includes business strategy, channel management, the creation of tailored policies and practices to support brand protection and consistent customer experiences, diversion diagnostics, and enforcement, including litigation to combat illegal online sales, trademark infringement, Lanham Act and related claims.

Rodney's business litigation practice includes consumer product related civil and regulatory disputes, class action litigation, consumer financial services litigation and regulatory matters, and public records dispute (Freedom of Information Act and state public records laws).

Rodney also has significant expertise counseling clients on information governance, including record retention policies and schedules and the defensible deletion of data and records, and on leveraging technology both for day-to-day records management and to efficiently address electronic discovery in litigation.

Career highlights include:

- Defending several Fortune 500 companies and financial institutions in complex litigation in state and federal appellate courts;
- Successful federal jury trials on behalf of retail clients for business disputes and employment litigation;
- Negotiating a multi-billion dollar asset transfer on behalf of a state agency;
- Substantive cost and vendor management, application of technology-assisted review analytics to litigation investigation matters, and motion practice in e-discovery in federal and state courts; and
- Public records and open meetings policies and application of policies on behalf of public institutions, including public records

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

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

Admitted to practice law only in the states listed above.

Industries

Colleges and Universities

Financial Institutions

Retail and Consumer Products

litigation.

Rodney currently co-chairs the firm's Pro Bono Committee and enjoys actively mentoring younger attorneys. In his role with the Pro Bono Committee, he helps empower Vorys attorneys in all ten offices to volunteer pro bono services to those who would otherwise not have access to representation in the justice system.

Rodney has presented on numerous topics, including most recently: marketplace brand protection and control; information governance and defensible deletion of data and records; civil evidentiary and procedure rules; ethics, sanctions and electronic discovery best practices; and public records best practices and disputes under the Freedom of Information Act, The Ohio Public Records Act and other state public records laws.

Events

3.29.2022

Ethical Issues Concerning the Defensible Disposition of Data and Records

11.6.2019

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

11.14.2018

The ADA Applied to Websites in 2018: An Increased Liability Exposure for Businesses

5.8.2018

Consumer Financial Services Webinar Series: ADA Website Accessibility & Threats to Financial Services Providers

5.3.2018

William J. O'Neill Great Lakes Regional Bankruptcy Institute 2018: It's Time For Our Commercial Break

10.26.2017

2018 Vorys Consumer Financial Services Summit

9.21.2017

ILTA Ohio Litigation Support Statewide Meeting

6.15.2017

2017 Consumer Financial Services Summit

5.7.2017

Mortgage Bankers Association Legal Issues & Regulatory Compliance Conference

1.20.2017

ADA Website Compliance Lawsuits Webinar

12.7.2016

OAPCS 10th Annual Ohio Charter Schools Conference

8.29.2016

ILTACON 2016 Annual Educational Conference

6.22.2016

2016 Consumer Financial Services Summit

2.25.2016

Vorys Consumer Financial Services Summit

11.11.2015

2015 International Legal Technology Association's Ohio Litigation Support Statewide Conference

10.28.2015

2015 Vorys Consumer Financial Services Summit

9.1.2015

2015 International Legal Technology Association Conference

10.31.2014

Everything You Don't Know about E-Discovery (But Wish You Did)

10.2014

Legalities of Social Media Discovery

9.2014

Ethics, Sanctions and E-Discovery: Staying Out of Trouble Despite Increased Risks

12.13.2013

Applying the Rules of Evidence: What Every Attorney Needs to Know

4.20.2011

The Mechanics of Ohio Civil Procedure