



Emma K. Morehart

ASSOCIATE

Emma is an associate in the Vorys Cincinnati office and a member of the **Vorys eControl** group. Her practice focuses on issues related to eCommerce, online brand protection and product diversion. Emma has experience litigating against unauthorized sellers in actions involving trademark infringement, counterfeiting, unfair competition, false advertising and related torts.

Emma counsels businesses through various stages of litigation against unauthorized sellers on multiple online marketplace platforms, and has secured favorable outcomes in numerous actions for businesses.

Notable experience includes:

- Obtaining and enforcing court orders that caused unauthorized sellers' websites and online storefronts to be permanently shut down
- Defeating dispositive motions in actions involving unauthorized sales of diverted products
- Obtaining dismissal of claims asserting tortious interference, defamation and related claims based on valid brand protection and enforcement efforts
- Securing orders awarding transfer of infringing domain names to trademark owners

Prior to joining Vorys, Emma clerked for two years at the Florida Fifth District Court of Appeal, and before that served as a judicial intern at the United States District Court for the Middle District of Florida.

Emma received her J.D. from the University of Florida Levin College of Law, where she was the managing editor for the *Journal of Technology Law and Policy* and a member of the Florida Moot Court Team. She received her B.S. *cum laude* in journalism from Ohio University and her M.A. in mass communications from the University of Florida.

Cincinnati

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

t: 513.723.4036
ekmorehart@vorys.com

Practice Areas

eCommerce Litigation
eControl

Education

University of Florida Levin College of Law, J.D., 2016
University of Florida, M.A., 2016
Ohio University, B.S., *cum laude*, 2012

Bar & Court Admissions

Florida
Ohio
U.S. District Court for the Southern District of Ohio
Admitted to practice law only in the states listed above.

Industries

Retail and Consumer Products

Events

11.6.2019
Inaugural eControl360 Summit to Address Growing Challenges for

Clerkships

The Honorable Richard B.
Orfinger, The Florida Fifth District
Court of Appeals, 2016-2018

Brands in the Amazon Age

