



Natalia Steele

PARTNER

Cleveland

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Akron

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Practice Areas

Data Strategy, Privacy and Security

eControl

False Claims Act and Qui Tam

Franchising and Distribution

Litigation and Appeals

Education

The Ohio State University Moritz
College of Law, J.D., *cum laude*,
2007

*Ohio State Journal on Dispute
Resolution*, Managing Editor,
2006-2007

Cleveland State University, M.A.,
Labor Relations and Human
Resources, 2001

Natalia is a partner in the Vorys Cleveland office and a member of the **Vorys eControl** group. Her practice is focused on counseling businesses on protecting brand value through online sales control solutions that protect brand equity and support long-term brand growth. Natalia's areas of focus include: identifying and neutralizing issues arising from unauthorized sales, channel conflict, MAP violations, brand equity erosion, product diversion and quality control issues, among others.

Career highlights include:

- Developing and optimizing brands' go-to-market strategies for alignment with overall business goals
- Advising leading manufacturers and brands on distribution and eCommerce channel structures and agreements
- Designing and implementing efficient enforcement plans using advanced data analysis and legal strategies
- Counseling brands on successful expansion into international online marketplaces
- Implementing authorized reseller programs – both brick and mortar and ecommerce – for manufacturers and brands to help protect brand value by controlling online sales

Natalia is also an experienced litigator, and she uses her extensive knowledge in managing a wide variety of complex commercial litigation matters, including M&A shareholder derivative suits, patent infringement, commercial contracts, business torts, and directors' and officers' liability disputes to advise clients on best risk management strategies.

Natalia received her J.D., *cum laude* from The Ohio State University Moritz College of Law, a Masters in human resources and labor relations from Cleveland State University, and a B.A. *cum laude* from John Carroll University.

John Carroll University, B.A., *cum laude*, 2000

Bar & Court Admissions

Ohio

Pennsylvania (inactive)

U.S. Court of Appeals for the Sixth Circuit

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

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

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

Admitted to practice law only in the states listed above.

Events

11.6.2019

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

10.26.2017

2018 Vorys Consumer Financial Services Summit

6.15.2017

2017 Consumer Financial Services Summit

3.8.2017

Cleveland Metropolitan Bar Association International Women's Day: Women Leading Their Way

6.22.2016

2016 Consumer Financial Services Summit

4.28.2016

Big Data and the Internet of Things: Updates for 2016

2.25.2016

Vorys Consumer Financial Services Summit

10.28.2015

2015 Vorys Consumer Financial Services Summit