



Mickey Sutton

ASSOCIATE

Mickey is an associate in the Vorys Cincinnati office and a member of the **Vorys eControl** group. His practice focuses on the development, implementation, and execution of brand protection strategies both in the United States and globally.

Mickey has significant experience in:

- advising companies on their go-to-market strategies and distribution models in order to protect brands and grow sales in the today's dynamic, omnichannel sales environment. Mickey has assisted hundreds of brands with the development of authorized seller programs, including drafting and negotiating both domestic and international distribution and reseller agreements;
- developing legal strategies to remove unauthorized sellers and mitigate product diversion issues;
- counseling businesses and individuals on intellectual property matters, including copyright and trademark prosecution, licensing of intellectual property portfolios and enforcing against intellectual property violations;
- counseling companies on matters related to vertical restraints, including resale price maintenance and keyword bidding policies, as well as Robinson-Patman Act compliance. Mickey has assisted hundreds of brands in implementing or revamping Minimum Advertised Price (MAP) and other unilateral pricing policies and regularly trains executives and ecommerce, marketing and sales teams on best practices to lower antitrust risk;
- advising consumer 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; and
- counseling brands on a variety of other commercial matters related to their product distribution strategies and brand protection programs.

Cincinnati

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Practice Areas

Antitrust and Trade Regulation

Copyrights

eControl

Intellectual Property

Trademarks

Education

University of Cincinnati, J.D., *cum laude*, 2017

University of Cincinnati Law Review, Managing Editor

Siena College, B.A., *magna cum laude*, 2014

Bar & Court Admissions

Kentucky

Ohio

Admitted to practice law only in the states listed above.

Mickey received his J.D. *cum laude* from the University of Cincinnati College of Law, where he served as the managing editor of the *University of Cincinnati Law Review*. He received his B.A. *magna cum laude* from Siena College in Upstate New York.

Events

Speaking Engagement, 10.14.2025

Website Weak Spots: Hidden Risks Every DTC Brand Should Know (Webinar)