

## eControl Capabilities Expand in Europe

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Vorys eControl announced today that its international coalition of independent law firms – eControl Global™ – is expanding to include a firm to help brands address the unique and growing challenges for businesses operating in the European Economic Area (EEA). Euclid Law, an award-winning London and Brussels-based competition law firm, and founding coalition member of eControl Global, will work with Vorys eControl to develop comprehensive online sales control programs designed to help protect and grow brands in the region.

The rapid expansion of eCommerce in the EEA poses significant challenges for brands in a region with many legal and commercial complexities. As brands operating in the EEA are quickly realizing, uncontrolled and unauthorized online sales can cause significant brand equity erosion, and lead to a poor consumer experience.

The collective experience of Vorys eControl and Euclid Law positions the firms to offer cutting-edge and cost-effective solutions to businesses' eCommerce-related challenges.

“As we continue to expand eControl services internationally, I could not be more confident in adding Euclid Law and its team to the eControl Global coalition,” said Whitney Gibson, partner and chair of Vorys eControl. “Euclid will work directly with brands to establish or refine their distribution strategies necessary to alleviate eCommerce disruption and maximize growth across all channels.”

Becket McGrath and Sarah Long, partners at Euclid Law, will lead eControl Global in the EEA. McGrath and Long are highly regarded competition lawyers, counted among the region's leading practitioners in the vertical restraints and selective distribution fields. They will advise Vorys eControl clients on all aspects of European competition law, with an emphasis on designing and implementing cutting-edge selective distribution models capable of affording brands the control required in today's market.

**About Vorys eControl:** Vorys eControl – a division of Vorys, Sater, Seymour and Pease LLP – provides integrated solutions to help brands control the sales of their products in the age of eCommerce. Vorys eControl attorneys have represented more than 400 brands, including many of the world’s largest companies. Learn more at [vorysecontrol.com](http://vorysecontrol.com). eControl Global™ -- which was founded by Vorys eControl – is a coalition focused on designing, implementing and enforcing eControl solutions around the world. eControl Global is an interdisciplinary coalition of separate and independent legal, investigatory, channel management, technology, and data analytics professionals and firms that represent brands in various jurisdictions. To learn more about eControl Global, visit [vorysecontrol.com/econtrol-global](http://vorysecontrol.com/econtrol-global).

**About Euclid Law:** Euclid Law leads eControl Global in the EEA. The Euclid Law team are thought leaders on the intersection of eCommerce and competition law, having advised numerous manufacturers and brands on these issues across the EEA. Euclid Law has significant experience advising brands on how to create and execute effective distribution systems that work in today’s market, with a specific focus on selective distribution, and understand the commercial intricacies and challenges involved. To learn more about Euclid law, visit [euclid-law.eu](http://euclid-law.eu).

*Clients of Vorys eControl that request the assistance of Euclid Law in the EEA will be required to execute a separate engagement letter with Euclid Law. The terms of clients’ engagements with the two firms, each of which is a separate and independent law firm, will be governed by these engagement letters, which describe in greater detail the relationships among the parties. Each law firm is responsible only for its own services. [Read more.](#)*