

## Experienced, China-Focused Global Brand Protection Attorney Joins Vorys eControl

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Vorys announced today that Li Zhu has joined the firm as a partner in the Vorys Washington, D.C. office. She has nearly 20 years of experience helping businesses from a variety of industries develop anti-counterfeiting and brand protection strategies with a focus on both the U.S. and in China. Zhu will practice in the firm's internationally recognized eControl group.

"Our eControl practice has transformed and grown in the U.S. and internationally since it was launched a decade ago," said Whitney Gibson, the founder and chair of Vorys eControl. "Li's significant experience helping brands, with marketplace sales in China, develop brand control and protection strategies will expand the services that we can offer our clients with global operations. We are excited to welcome her to the team."

Zhu provides strategic counseling to brands on the protection and enforcement of trademark, copyright, design, trade secret and intellectual property-related issues, together with distribution and supply chain management, with a particular emphasis on operations in China. She has extensive experience guiding clients through complex legal issues and helping stakeholders from across the globe achieve their commercial and legal goals. Zhu routinely assists clients who are challenged by unauthorized sales, IP squatting, knockoffs and counterfeit issues, including those involving bad faith actors.

Zhu has also worked as in-house counsel for a western company in China and understands the challenges that legal teams face in balancing IP protection and business interests, especially when managing supply chain and business partner relationships. She helps her clients better understand Eastern culture and business practices. Zhu has been designated as a Certified Information Privacy Professional (CIPP/US) by the International Association of Privacy Professionals.

“Over my 20 years of practice, I’ve witnessed a significant evolution in brand control, protection and anti-counterfeiting measures, with the primary battleground now shifting to online marketplaces,” said Zhu. Vorys eControl is at the cutting edge of developing holistic solutions to the problems brands face today. I’m excited to join the team and strengthen our ability to serve our clients’ business interests in China and around the world.”

**About Vorys eControl:** Vorys eControl is an interdisciplinary team of lawyers, brand protection professionals, investigators, technologists and data analysts that designs, implements and enforces online sales management solutions focused on driving brand growth and safeguarding brand value. Vorys eControl has helped more than 1,000 brands, including some of the world’s largest companies across numerous product categories, to stop unauthorized sales, infringements of distribution agreements, mitigate channel conflict and preserve brand value in today’s dynamic eCommerce landscape. Learn more at [vorysecontrol.com](http://vorysecontrol.com).

**About Vorys:** Vorys was established in 1909 with just four attorneys and has grown to nearly 375 attorneys in 10 offices in Ohio, Washington, D.C., Texas, Pennsylvania, California, London and Berlin. Vorys currently ranks as one of the 200 largest law firms in the United States according to *American Lawyer* magazine. Learn more at [vorys.com](http://vorys.com).