

## Vorys Opens First International Office in London; Expansion Tied to Vorys eControl Growth

### Related Professionals

Daren S. Garcia

Whitney C. Gibson

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eControl

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Vorys announced today the opening of a London office, the firm's ninth and first international office. The expansion is the first of multiple steps to support the continued growth of its internationally recognized eControl practice.

The Vorys London office is the first international presence of any Columbus-based law firm.

"Our eControl clients are increasingly in need of our services in Europe and have requested that we have a local presence to support them," said Michael Martz, Vorys' managing partner. "This is an important move for both our clients and our firm."

Vorys eControl – which launched in 2015 – helps brands control their channels in the age of eCommerce. Leveraging law, data and technology, it pioneered an approach – critical in today's eCommerce world – that allows brands to assert control over their online and offline distribution channels and to protect themselves from the unauthorized sale of their goods.

The London office will be led by Daren Garcia, a Vorys eControl partner who has led its international expansion over the past several years. The London office will allow the firm to better serve a growing number of clients that are in need of online sales control solutions within the United Kingdom and across Europe. In addition to this region, Vorys eControl has also expanded its capabilities through its eControl Global coalition in Australia, China, Mexico and soon Canada.

"As the solutions we provide brands expand, so are the geographies where we can support them," said Whitney Gibson, the founder and chair of Vorys eControl. "This is the first of many significant and exciting announcements related to our expanded and enhanced offerings. We created the eControl category, and we have the trajectory and momentum to continue leading and innovating within the space."

**About Vorys:** Vorys was established in 1909 and currently has nearly 375 attorneys in nine offices in Ohio, Washington, D.C., Texas, Pennsylvania, California and London. 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)

**About Vorys eControl:** Vorys eControl is an interdisciplinary team of lawyers, brand protection professionals, investigators, technologists and data analysts that designs, implements and executes online sales control solutions focused on driving brand growth and brand value. Vorys eControl has helped more than 600 brands, including some of the world's largest companies across numerous product categories, to stop unauthorized sales, diversion and infringements, mitigate channel conflict and preserve brand value in today's eCommerce age. Learn more at [vorysecontrol.com](http://vorysecontrol.com).