



EXECUTIVE OVERVIEW

Positioning Legal as Revenue Enablement

A Practical Framework Transforming In-House Counsel

The modern eCommerce environment upends traditional distribution and retail strategies. Today's in-house brand lawyers must lead from the front by understanding online marketplace dynamics, what it takes to win, and how best to position their brands for success. Doing so will empower the business and enable the legal department to shift from a cost center to a revenue driver.

This executive overview will highlight five elements of a practical framework to help legal teams understand their strategic value. With the right approach—and the support of Vorys eControl—you can make a measurable impact on your company's bottom line.

1

Shift to a proactive legal strategy

Legal teams can shift from reactive problem-solving to a proactive role in driving business value. Through proactive reinforcement of authorized seller policies, intellectual property rights, and distribution agreements, legal teams can safeguard profit margins and brand equity. Implementing this strategic approach minimizes litigation risks associated with unauthorized sellers, counterfeit products, and grey market activities to ensure sustained business compliance and profitability.

Vorys eControl's managed services empower in-house counsel to stay ahead of issues like unauthorized sellers, to help ensure the business remains compliant and profitable.

2





Use technology for efficiency and insight

Using advanced technology can help legal departments streamline operations and derive actionable insights. Marketplace analytics and monitoring technologies allow legal teams to quickly identify and address unauthorized sellers that threaten revenue and brand reputation. This data-driven approach allows legal teams to optimize resource allocation and focus on high-impact strategic initiatives.

An example of this in action is a legal team using the Precision eControl platform* to monitor their eCommerce channels. Having access to current and historical analytics, the legal department can swiftly act to identify and address unauthorized sellers and preserve brand integrity.

3

Align Legal Strategy with Business Objectives

	 Single Point Tactics	 Disparate Tools/Services	 Comprehensive Approach	 Holistic Approach Leveraged for Growth
Strategy	Rely on one tool/tactic	Cobble together key capabilities	Comprehensive eControl program	Holistic eControl program leveraged for growth—viewed as integral to growth by leadership
Foundation	Lacks key foundational elements	Some foundational policies, not integrated	Full, implemented foundation	Full, implemented foundation
Operational Execution	Bootstrapped tool/tactic	Attempted coordination of multiple tools and services	PeC platform, data-driven actions; authorized and unauthorized covered	PeC platform, data-driven actions, authorized and unauthorized covered/ catalyst for growth activities
Outcomes	Vanity metrics/Whack-a-mole	Limited control improvement Lack of coordination, precision No sustainable ROI	Omnichannel control Coordinated, precision activity Strong impact and ROI	Omnichannel control + growth Optimal impact/high ROI

Through strategy and foundation implementation, brands can better align legal strategies with overarching business objectives. By operationalizing a framework that incorporates business objectives in a technology framework, legal teams can proactively use their expertise to contribute to revenue generation and market expansion and unlock new business opportunities.

An example of this in action is a hair product manufacturer that is looking to enter new regions and markets. By partnering with their sales and marketing teams, legal can help structure complex distribution agreements and the business team can monitor sales and impacts to protect strategies in ways that enable channel growth and entry into new markets.

4

Foster Cross-Department Collaboration

By educating internal teams and stakeholders on IP protection, compliance, and eCommerce regulations, legal teams can promote seamless collaboration across departments to ensure a unified approach to brand protection and compliance.

* Precision eControl is a wholly owned ancillary business of Vorys, Sater, Seymour and Pease LLP

Cross-functional communication and education from legal can reduce risk and empower the organization to effectively navigate and capitalize on market opportunities.

An example of this in action is an organization's legal team conducting workshops for sales and marketing teams on authorized seller programs and IP enforcement. This in turn helps marketing maintain consistent brand messaging and helps sales uphold pricing strategies across all channels.

5

Measure Legal's Impact on the Bottom Line

By tracking KPIs such as unauthorized seller takedowns, saved litigation cost, or preserved revenue via marketplace enforcement, legal can demonstrate its value proposition and secure stakeholder buy-in. These metrics provide visibility into how proactive legal strategies directly influence cross-functional teams and channel growth and translate to bottom-line improvements.

Conclusion: Legal as a Strategic Growth Partner

Legal teams are more than just governance. In-house counsel is a vital part of brands' strategic framework, mitigating risks to business objectives while simultaneously optimizing conditions for sustainable sales channel growth and marketplace success. By embracing a proactive, integrated program approach, legal teams can effectively navigate risk, unlock new opportunities, and solidify their position as essential partners in brand success.

How can my brand implement these strategies?

With Vorys eControl's managed services and data-driven insights, legal teams can better quantify their contributions. Our team has worked with more than 1,000 brands, providing the tools and experience necessary to navigate the complexities of modern eCommerce.



To learn more about how Vorys eControl can help equip your in-house legal team with tools and strategies to foster collaboration and business results, visit vorysecontrol.com or email us at econtrol@vorys.com.