



Lex R. Ehrenschwender

Associate

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Lex Ehrenschwender uses a collaborative approach to achieve positive outcomes for clients in his litigation and regulatory practice.

Lex advises and guides consumer products clients through the complex regulatory schemes relevant to their industries, and he has acquired experience in pricing policy compliance and in preparing Minimum Advertised Price Policies and Unilateral Pricing Policies for retail manufacturer clients. Because a company's longterm goals are critical in this type of counseling, Lex aims to always be a cooperative partner.

In addition to his regulatory work, Lex is a member of a Tucker Ellis team that serves as national counsel in motor vehicle accident litigation to two Fortune 300 companies. In the course of this representation, he has achieved excellent results for clients by seeking common ground with opposing parties and demonstrating the benefits of consensus.

Before joining Tucker Ellis, Lex worked in-house for a Fortune 200 international manufacturer and retailer of industrial and consumer products, where he gained diverse experience working on due diligence for commercial real estate transactions and advising on business litigation. In this role, Lex gained insight into the innerworkings of an in-house legal department, making him a more effective outside counselor.

While in law school, Lex honed his dispute resolution skills in The Ohio State University's Moritz Representation in Mediation Competition, where he placed first, and in the ABA Representation in Mediation Competition, where he earned the title of Regional Champion and National Semifinalist. These experiences gave Lex a unique perspective in managing typically adversarial circumstances and an ability to pursue consensus-building opportunities. He finds that this collaborative strategy often provides a pathway to the best negotiated resolution for clients.

Lex enjoys both athletic and creative pastimes, having played football and acted in drama productions while an undergraduate at Centre College. Though his football days are behind him,

he still fancies himself a renaissance man, playing lawyer league softball and having recently appeared in a virtual community theatre production of an original play. A Cincinnati native, Lex now lives in Lakewood and loves exploring the summer activities that Cleveland has to offer – including paddling on Lake Erie on a sunny day.

Education

- The Ohio State University Moritz College of Law (J.D., 2018); Robert M. Krivoshey Award for Excellence in Trial Advocacy; Christopher M. Fairman Award; Ohio State Business Law Journal, Communications and Technology Editor; Student Bar Association, Social Chair
- Centre College (B.A., 2015); Football Team, Senior Captain

State Admissions

- Ohio, 2018

Service Areas

- Mass Tort & Product Liability

Industries Represented

- Automobile
- Consumer Products
- Food Manufacturing
- Cosmetics
- Dietary Supplements

Publications & Events

SPEAKING ENGAGEMENTS

- “Advertising Claims in the Age of COVID,” Cleveland Metropolitan Bar Association, Young Lawyers Section (March 2021)

PUBLICATIONS

- “How Will the COVID-19 Good Samaritan Expansion Bill Impact Ohio Colleges and Universities?”, Tucker Ellis Client Alert (October 2020)
- “FTC Maintains Its Focus on ‘Made in the USA’ Claims,” *Nutrition Industry Executive* (September 2020)
- “DOT Grants Back Development of Autonomous-Vehicle Industry,” *WardsAuto* (January 2020)

In the Community

- Cleveland Metropolitan Bar Association
 - » Young Lawyers Section, Council Member
- Ohio State Bar Association
- The William K. Thomas American Inn of Court, Associate Member