

Vorys' Internet Defamation Practice Featured in Cincinnati *Business Courier*

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Whitney Gibson, an associate in the firm's Cincinnati office, was quoted throughout a Cincinnati *Business Courier* story titled "Don't like what's posted about you online? There might be relief." The story focused on the firm's internet defamation practice, which teams with cyber investigators to stop internet defamation, false reviews, cyber attacks, cyber bullying and other internet-related issues that damage a company.

The story appeared in the August 17, 2012 edition of the paper and states:

"As many businesses are finding out, bad publicity can go viral just as quickly as good.

But Cincinnati lawyer Whitney Gibson, a member of the newly formed 'Internet defamation' practice at Vorys Sater Seymour and Pease, thinks the firm has found a better way to help businesses when their reputations are put at risk by false information posted online. In the past, lawyers have advised companies that there was little they could do, he said. Many businesses just pay consultants to manipulate Internet traffic to push bad publicity down search engine results, and then keep on paying to keep it there. His focus instead is on stopping attacks and getting offending material taken down.

'We sat down and looked at developing methods to remove information and identify the people who are posting, and ultimately recovering damages,' Gibson said.'

To read the entire story, visit the Cincinnati *Business Courier* [website](#). (Subscription required).