

Vorys Internet Defamation Practice Featured in *Law360* Story Titled “The New Practice Groups Your Rivals Are Forming”

Related Professionals

Whitney C. Gibson

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The Vorys internet defamation group was featured in a *Law360* article about law firms that are forming practice groups to provide clients with legal services for the new issues they are facing.

The story states:

“The many upsides the Internet has afforded businesses have come a whole new set of potential problems. One byproduct of the Internet age is the ease with which disgruntled customers, former employees or others who just have an ax to grind can take to the Web and post a complaint.

In that landscape, there are now businesses focused on managing companies' reputations online. But when an online complaint crosses the line from a negative review to outright defamation, a company may start assessing its legal options.

With that in mind, some firms have started to think about the best ways to address instances of online defamation, says Whitney Gibson, a partner with Vorys Sater Seymour and Pease LLP, one firm that has been at the leading edge of the issue.

‘For so many businesses now, the first page of Google is their storefront. So you have to protect it,’ said Gibson, who heads a Vorys practice group dedicated to Internet defamation. ‘It’s so easy for people to [post misleading information] that it has just become a big problem that clients need help with.’”

To read the entire story, visit the *Law360* [website](#). (Subscription may be required).