

News

Vorys Releases In-House Counsel Guidebook on Handling Internet Defamation and Reputation Attacks

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Whitney C. Gibson

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Vorys, Sater, Seymour and Pease LLP today released an In-House Counsel Guidebook that provides insights for in-house counsel on internet defamation and online reputation matters. The Guidebook, which was authored by Whitney Gibson, leader of the Vorys internet defamation group, is based on the firm's experience handling hundreds of internet defamation and reputation cases. It also includes tips for in-house counsel dealing with internet attacks on their company.

Online reputation attacks have become one of the easiest and most impactful mechanisms for individuals and companies to cause serious damage to businesses. According to "Exploring Strategic Risk," Deloitte's 2013 survey of 300 executives, reputation was cited as the as the top strategic risk for large businesses. The In-House Counsel Guidebook is intended to serve as a resource for business leaders facing online reputation issues.

The Guidebook includes an overview of a recommended "multi-disciplinary approach" for finding the best solutions for handling these attacks; a look at various factors in-house counsel must consider; how to identify anonymous posters; options for stopping attacks and/or removing damaging content; and other considerations, such as proving damages.

To read the In-House Counsel Guidebook: How to Handle Internet Defamation and Online Reputation Attacks, click [here](#).

About Vorys: The Vorys 18-attorney internet defamation group has unique experience assisting clients who are being damaged on the internet. The group focuses on these cases daily and continually refines their strategies and tactics to best suit their clients. They are often working on dozens of cases across the country at any one time, and are constantly using the most up-to-date technologies and approaches to solve their clients' internet problems.

Vorys was established in 1909 and has grown to be one of the largest Ohio-based law firms with nearly 375 attorneys in seven offices in Columbus, Cincinnati, Cleveland and Akron, Ohio; Washington, D.C.; Houston, Texas; and Pittsburgh, Pennsylvania. 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](https://www.vorys.com).