

Gibson and Vorys Internet Defamation Practice Featured in Cincinnati *Enquirer*

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Whitney C. Gibson

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Whitney Gibson, a partner in the Vorys Cincinnati office and the leader of the firm's internet defamation group, was featured in the August 25, 2013 edition of the Cincinnati *Enquirer*. The article, which was titled "Is this product review true? Q&A: False negatives are damaging, illegal," featured several questions related to false online reviews and Gibson's responses to those questions.

The article states:

"What should you do if this happens to your business?"

'If a business suspects someone is posting false online reviews it can contact an attorney who specializes in these types of cases. Our tools help us demonstrate whether a competitor is posting a false review, and we can help get the false review removed.'

What kind of tools are you talking about?

'People believe they are anonymous. However, there are IP addresses that provide the location of where the person posted the review. In some cases we have been able to locate and show false reviews being posted from competitors' workplaces.'

To read the entire article, visit the Cincinnati *Enquirer* [website](#). (Subscription may be required).