

Two Vorys Attorneys Quoted in *Columbus Business First* Story Titled “5 Ways Not to Get Sued”

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Jackie Ford and Ari Zytcer, attorneys in the Vorys Columbus office, were quoted in a *Columbus Business First* story about strategies that small businesses can use to reduce the risk of a lawsuit. Ford was quoted about implementing proper employment strategies.

The story states:

“A simple check can reveal dangerous or inappropriate behavior that you wouldn’t want in your work place,” said Ford, who is an employment law and privacy attorney at Vorys Sater Seymour and Pease LLP in Columbus.

The first step in hiring is to know specifically what skills will be required from a new employee and to document them. Then employers should cast a wide net from a diverse pool of applicants and hire someone who matches the skills in that job listing. This helps avoid discrimination suits.

If business owners rely on their managers to do their hiring, than they should teach them how to correctly interview applicants in order to recognize red flags and not make bad hires.

‘Terminating people costs a lot of money, even if you don’t get sued,’ Ford said.”

Zytcer was quoted about the steps that small business and entrepreneurs should take before settling on a business name or logo.

The story states:

“Prior to launching a new business venture, or a new logo, symbol or branding campaign, owners should conduct a patent and trademark search. An entrepreneur may think that an idea is unique or a business name is original, but it may not be.

‘I tell this to clients constantly. It’s not just about making money. It’s about mitigating risk,’ said Ari Zytcer, a patent law attorney at Vorys in Columbus.

Patent infringement claims are tricky, he said, and may kill a small business.”

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

