

Reputation & Crisis Management

Free speech was never limited to compliments and unfortunately words do hurt. There is no perfect science to reputation management, but to cover your ears and eyes and repeat “no comment” again and again will do more harm than good. Our attorneys understand what drives negative publicity and the boundaries that govern what is fit for print according to journalistic standards versus what constitutes as defamation.

Our attorneys assist clients in all industries in crisis and reputational management, mitigation and preservation. We have been handling reputation and crisis management for more than two decades. We know the terms of use, patterns and algorithms of social media, and we know the various tactics of those who exploit these platforms in order to disparage businesses and professionals.

We use a tempered balance of calculated responses, education and cease-and-desist demands to control the narrative and stifle the speech of those using false narratives to ruin reputations. We draft statements, press releases, and act as a liaison to the press or naysayers to help control the narrative and mitigate further damage. We serve demand letters and represent clients seeking recourse for an unlawful reputational attack, as well as defend those who express constitutionally-protected opinions but are sued by someone looking to censor their speech. We’ve defended countless print, online and on-air media entities, reporters and publications in such cases.

Experience

Successfully Represented College Student Facing Anonymous Social Media Defamation

Successfully Represented a Property Seller Against Claims Including Breach of Contract, Fraud, and Alleged Violation of the Residential Real Property Disclosure Act

Won a Defense Verdict for a Milwaukee Alderman Facing Claims of Defamation and Tortious Interference

\$7.6 Million Dollar Verdict for a Chicago Executive after an Ex-Girlfriend Shared Explicit Images on Social Media

PROFESSIONALS

Max Goodman
Partner

Ryan B. Jacobson
Partner

Danessa P. Watkins
Partner

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Successfully Defended a Physician Against Defamation Claims and False Allegations of Sexual Misconduct

Successfully Defended a Homeowner Against Defamation Claims Brought by a Candidate for Condominium Board President

Won Summary Judgment Motion for Commercial Landlord Against Defamation Claims by a Former Tenant

Represented a Woman After Her Ex-Boyfriend Publicly Shared Explicit Images of Her

Successfully Defended Prominent Physician Falsely Accused of Sexual Misconduct

Successfully Represented a CEO in Social Media Defamation Matter

Successfully Defended a Conference Speaker Against Claims of False Claims of Misconduct

Seven-Figure Defamation Settlement for Social Media Influencer

High-Value Settlement in Online Impersonation and Defamation Case

Successful Defamation and Emotional Distress Settlement in Divorce Case

Protecting a Client's Reputation Amid a High-Conflict Custody Dispute

Firm News

Subscribe to Amundsen Davis's Litigation Nation Podcast for the latest legal updates!

Firm News

Amundsen Davis Attorneys Included in the 2023 Illinois Super Lawyers and Rising Stars List

Firm News, *Amundsen Davis*, January 23, 2023

In the Media

Ryan Jacobson's Work Highlighted in *Chicago-Kent Magazine*
Media Mention, *Chicago-Kent Magazine*, Spring 2024

Max Goodman Interviewed by *Blue Ocean Global Technology*
Media Mention, *Blue Ocean Global Technology*, February 19, 2024

Max Goodman and Ryan Jacobson Recognized for Representation and Victory in Online Defamation Case
Media Mention, *Reason Magazine*, June 7, 2023

Alerts

Why Family Law Attorneys Should Consult With a Defamation Attorney
Article, *Amundsen Davis Reputation & Crisis Management Alert*, March 27, 2025

Character Assassination: Responding to Defamation in the Gaming World
Article, *Amundsen Davis Reputation & Crisis Management Alert*, June 27, 2024

What to Do if You Are Defamed on Social Media
Article, *Amundsen Davis Reputation & Crisis Management Alert*, October 4, 2023

Defamation or Permitted Political Speech: Illinois Courts Weigh in on Negative Campaign Ads
Article, *Amundsen Davis Reputation & Crisis Management Alert*, November 2, 2022

Illinois Law Empowers Victims Violated by the Sharing of Explicit Images
Article, *Amundsen Davis Litigation Alert*, September 28, 2022

Responding to Negative Online Posts about Your Business
Amundsen Davis Hospitality Alert, November 3, 2020

Events

Bitcoin 2025
Speaking Engagement, Las Vegas, NV, May 27, 2025

Defamation Nation: Taking the Pain out of Campaigning
Speaking Engagement, Chicago Bar Association, Seminar & Live Webcast;
Chicago, IL, May 8, 2025

Defamation, Disinformation, and Digital Speech: Legal Approaches to Protecting and Promoting Reputation
Speaking Engagement, MyLawCLE; Webcast, April 17, 2025

Diffusing Negative Press and Publicity: A Legal Perspective on Crisis Management
Speaking Engagement, State Farm, Webcast, October 11, 2023

Protect Your Reputation from Bad Publicity: Cancelling Cancel Culture
Speaking Engagement, Illinois Chamber of Commerce, Webcast, May 10, 2023

Cancelling Cancel Culture: How to Safeguard Your Reputation
Event, Amundsen Davis, Webcast, September 15, 2021

Published Works

Puffery, Promises or Propoganda? Don't Believe the Hype
Publication, *Better Business Magazine*, Fall 2023

Blog Posts

How to Combat Negative Publicity During COVID-19

Labor & Employment Law Update, September 9, 2020

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