



Chicago Litigation Firm Reports Surge in Online Defamation Cases as Digital Reputation Attacks Escalate

CHICAGO, IL, UNITED STATES, August 14, 2025 /EINPresswire.com/ -- [Tamari Law Group](#) has documented an increase in online defamation cases over the past three years, reflecting a broader trend of digital reputation attacks against businesses and professionals across industries.

"We're seeing a fundamental shift in how reputational damage occurs," said Walid J. Tamari, founder of [Tamari Law](#) Group. "What used to be isolated incidents of word-of-mouth criticism has evolved into coordinated digital campaigns that can destroy a business reputation within hours. The speed and reach of online platforms have completely changed the defamation landscape."

The firm's data reveals that small and medium-sized businesses are disproportionately affected. Industries most frequently targeted include healthcare practices, professional services, restaurants, and e-commerce businesses. The attacks typically occur across multiple platforms simultaneously, including Google Reviews, Yelp, Facebook, and industry-specific review sites.

"The traditional legal framework for defamation wasn't designed for the digital age," Mr. Tamari explained. "Courts are still adapting to cases where anonymous users can inflict damage through coordinated review and social media posts. New investigative techniques have had to be developed to identify perpetrators and new legal strategies to address platform specific challenges."

The firm has identified several emerging patterns in digital defamation cases. Competitors increasingly use fake negative reviews as a business strategy, with some hiring third-party services to execute these campaigns. Former employees have begun using review platforms to

retaliate against employers.

Additionally, the firm has seen cases where personal disputes spill over into professional review platforms, targeting individuals' business reputations.

"Prevention is becoming as important as legal response," noted Mr. Tamari. "We're advising clients on reputation monitoring systems and rapid response protocols because waiting even 48 hours to address false content can result in exponential damage spread."

Mr. Tamari was recognized by the National Law Journal as a "Trailblazer Lawyer" in 2018. He teaches entrepreneurship law at Loyola University of Chicago's Graduate School of Business and plans to incorporate digital reputation management into his curriculum.

The firm's broader litigation practice encompasses business disputes, business torts, breach of contract claims and mass tort litigation across Illinois and multiple other states. Benchmark Litigation has previously ranked Tamari Law Group among the top 25 litigation firms in Illinois for several consecutive years.

Industry experts predict that online defamation litigation will continue growing as businesses become more dependent on digital reputation for customer acquisition. Many studies continue to find that most consumers rely upon online reviews before making purchasing decisions, making digital reputation management a critical business concern.

"This is a fundamental business risk that every company needs to understand," Mr. Tamari concluded. "The cases we're seeing today will likely seem small compared to what's coming as artificial intelligence makes it even easier to create and distribute false content at scale."

In addition, Tamari Law Group is currently developing educational resources for business owners on digital defamation prevention and response strategies, which will be made available through

professional associations and business groups throughout 2025.

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