

# DEFAMATION

THREATS TO REPUTATION AND PRIVACY REQUIRE FAST AND EFFECTIVE ADVICE.

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Reputation and privacy are increasingly valuable to companies and individuals. When these rights are threatened, successful management requires a responsive team providing concise and effective advice.

Herbert Smith Freehills are the go-to specialists for dealing with defamation and reputation management issues. Together with our wider crisis management offering and world class disputes practice, we are in the best position to devise and implement strategies that meet our clients' objectives, and to provide practical, commercial advice.

We have substantial experience of acting for high profile individuals and companies who trust us to achieve successful results for them in dealing with sensitive reputational issues, both pre- and post-publication, and in connection with print and online media.

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## RECENT EXPERIENCE

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### **JJB SPORTS**

Advising in relation to defamation issues arising out of the media coverage of its restructuring and refinancing

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## **LORD SUGAR**

Advising in his successful proceedings against the Daily Mail for libel (along with many defamation matters) obtaining apologies (and damages and costs) from most national newspapers on numerous matters

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## **ITALIAN AND FRENCH INDIVIDUALS AND CORPORATE DEFENDANTS**

Advising in high profile privacy, libel and trade mark claims brought by Sir Martin Sorrell, worldwide CEO of the media and advertising group WPP and his ex-girlfriend, Daniela Weber. The breach of privacy and trade mark infringement claims related to material which was heard in private by the Court. The libel claim related to statements posted on an internet blog

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## **PRIMARK**

Advising on its successful complaint against the BBC over broadcast of the Panorama programme which included faked footage of Primark's supply chain

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## **SOCIÉTÉ GÉNÉRALE**

Advising on defamation (libel) proceedings against Associated Newspapers Limited in relation to an article published in the Mail on Sunday in August 2011

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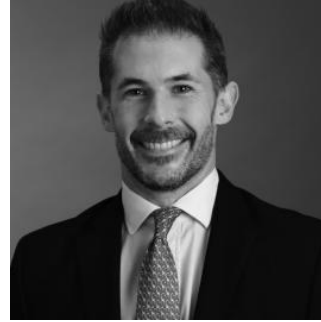
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