



Daniel Kattman Weighs In on How to Handle Negative Online Business Reviews

Reinhart shareholder [Daniel Kattman](#) was recently interviewed for an article for In Business magazine titled, "[Getting a Bad Rap?](#)," examining what businesses should do when they receive negative online reviews. Dan stressed the importance of creating a plan for monitoring your website (no matter how big or small a business may be), why a business should assign someone the role of monitoring their presence online and why being upfront and honest is critical in your response.

Daniel E. Kattman is the practice chair of Reinhart's Advertising, Media and Entertainment Practice, and has developed a unique legal practice that reflects the convergence of brand, media and technology in the digital age. He works with companies of all sizes, including startups as well as companies with sizable trademark portfolios, on domestic and international issues related to advertising law, trademark litigation, copyright law and much more.

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