



M. Jerome Elmore

Counsel

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Biography

Jay Elmore has successfully represented Fortune 500 corporations, as well as individuals and smaller businesses, in jury trials, administrative proceedings, arbitrations, mediations, and appeals.

His practice encompasses a wide array of litigation matters, including class actions, partnership and contract disputes, product liability, hospital law, personal injury, real estate, business torts, construction, environmental issues, and franchise disputes. Additionally, he has experience serving as a neutral mediator and arbitrator.

Jay focuses on preparing for a successful outcome at trial while taking advantage of opportunities that may arise for negotiation and settlement. He has been called on by clients from around the country to defend class action matters in Georgia, Florida, Alabama, California, Ohio, Nevada, Texas, and Connecticut, and has been successful in defeating class certification in cases seeking hundreds of millions of dollars from his clients.

He has lectured and published numerous articles on trial practice and business litigation issues, such as class actions and arbitrations. Jay has also served as chair of Georgia's ICLE Class Action Seminar and as an adjunct professor of law at Emory University Law School, teaching class action law.

Jay has been recognized by Benchmark Plaintiff, Chambers USA, and as a Georgia Super Lawyer.

He is active in a variety of community service organizations and was awarded the League of Women Voters Good Government Award for his pro bono legal work.

Jay served on active duty as an officer in the United States Navy from 1970 to 1973.

Representative Matters

- Represented a medical developer in a multi-million dollar breach of contract dispute against a medical device manufacturer involving a licensing agreement for multiple products.
- Served as lead counsel with respect to a national teleservices corporation in defense of nationwide class actions.
- Served as lead counsel for a national insurance company in a class action defense.
- Handled the defense of a nationwide class action brought against a magazine subscription promoter.
- Co-led the successful prosecution of a nationwide class action against a laptop computer manufacturer.
- Served as lead counsel in connection with the defense of a national petroleum company with respect to environmental matters.
- Litigated numerous real estate partnership disputes as lead counsel.
- Defended various securities fraud claims, including representation of the CEO of a national corporation.
- Acted as lead counsel in connection with the defense of suits brought under the Petroleum Marketing Practices Act.
- Served as lead counsel in connection with lawsuits involving actions by and against governmental authorities.
- Oversaw litigation involving claims by and against lending institutions.

Professional Activities

- Lawyers Club of Atlanta, Past President
- Emory Law School Council, Past Chair
- Emory Law Journal, Board of Consultants, Past Chair
- Lamar Inn of Court, Executive Committee, Member
- Emory Law Advisory Board, Member
- Emory University School of Law, Adjunct Professor
- American Bar Foundation, Fellow
- Litigation Counsel of America, Fellow
- Lawyers Foundation of Georgia, Member

- State Bar of Georgia, Military Legal Assistance Program Committee, Past Vice Chair
- American Bar Association, Class Actions and Derivative Suits Committee, Subcommittee Chair
- American Bar Association, Member
- Atlanta Bar Association, Member
- Lawyers Club of Atlanta, Member
- Old War Horse Club, Member

Honors & Awards

- Georgia Super Lawyer, 2004 - 2014; 2018 - 2025
- State Bar of Georgia Distinguished Service Award, 2011
- Benchmark Litigation, Litigation Star
- League of Women Voters, Good Government Award

Credentials

Education

- Emory University School of Law, J.D., 1976
 - Magister, Phi Delta Phi
 - Member, Editorial Board, Emory Law Journal
- University of Virginia, B.A., 1970, High Honors

Admissions

- State Bar of Georgia
 - Supreme Court of Georgia
 - U.S. Court of Appeals for the Eleventh Circuit
 - The Florida Bar
 - U.S. Supreme Court
 - U.S. Court of Appeals for the Fifth Circuit
 - U.S. Court of Appeals for the Ninth Circuit
 - U.S. District Court for the Middle District of Georgia
 - U.S. District Court for the Northern District of Georgia
 - Supreme Court of Florida
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- Program Chair, 2019 Georgia ICLE Class Actions Seminar
 - Program Chair, 2016 Georgia ICLE Class Actions Seminar
 - Program Chair, 2014 Georgia ICLE Class Actions Seminar

- Speaker, "Access to the Courts", 24th Annual Tropical Seminar
- Program Chair, 2013 Georgia ICLE Class Actions Seminar
- Speaker, "E-Discovery and the Use of Technology in Litigation", 23rd Annual Tropical Seminar
- Panelist, "Effective Pre-trial Discovery" at the Atlanta Council of Young Lawyers' "Life of a Trial" CLE series
- Presenter, "Supreme Court Class Action Update: Conception and Other Important Decisions", 23rd Annual Tropical Winter ICLE Seminar
- Program Chair, 2011 Georgia ICLE Class Actions Seminar
- Speaker, "Five Supreme Court Cases That Have Changed the Arbitration and Class Actions Landscape", 21st Annual Tropical Seminar
- Speaker, Federation of Defense and Corporate Counsel Meeting
- Speaker, "Arbitration in Technology Contracts", 23rd Annual Tech Law Seminar