

JOSEPH M. MOORE

CIVIL LITIGATION
RETAIL & HOSPITALITY LAW

+1 804 344 6337 | JMMOORE@LAWMH.COM

Joe is a Director in the Litigation Practice Group. He brings more than 22 years of experience handling every phase of the litigation process, from investigation through discovery and trial or alternative dispute resolution. He primarily represents businesses (from Fortune 100 companies to small family-owned businesses) in the areas of retail and hospitality liability, trucking litigation, personal injury, and commercial disputes. Joe regularly practices in all state courts in Virginia as well as the Eastern and Western Districts of Virginia. He has also argued appellate matters before the Supreme Court of Virginia and the United States Court of Appeals for the Fourth Circuit.

Joe believes that outside counsel should have the same mindset as an in-house lawyer to protect the company and the brand. Throughout the litigation process, Joe communicates with his clients to understand their goals and always keeps the "big picture" in mind. Joe knows that preparation is the key to achieving successful results for his clients, whether that means early resolution of a case to avoid the expense of significant fees and costs or going to trial with confidence to tell his client's story to the judge or jury.

Joe has been recognized as a "Super Lawyer" in Civil Litigation – Defense in Law & Politics magazine's list of Virginia Super Lawyers since 2017. Selection to the Super Lawyers list is an honor given to only 5% of attorneys in Virginia. He has also received annual recognition in "The Best Lawyers in America" for commercial litigation since 2023. "Best Lawyers" honors are determined through its Purely Peer Review® methodology, which begins with nominations from anyone other than the nominee, followed by confidential evaluations from recognized attorneys in the same practice area and region. Like Super Lawyers, only about 5% of practicing U.S. attorneys receive this distinction.

Joe is an active member of ALFA International where he previously served as the Practice Group Chair of the Retail and Hospitality Group and is a member of the Transportation Group. He has spoken at several ALFA conferences and his articles regarding fraudulent joinder and removal have been published in ALFA's Transportation Update. He has also been a presenter for the National Business Institute and is actively involved in the Richmond Bar Association. Joe was also selected for membership in the Federation of Defense and Corporate Counsel (FDCC).

Inspired by his daughter's leukemia diagnosis when she was 3 years old, Joe founded HopeRVA, a local nonprofit that shares hope and makes a difference in the lives of families living through childhood cancer in the Richmond region. He and his family also serve regularly with Lighthouse Family Retreat, a nonprofit that provides restorative retreats for families living through childhood cancer.

Joe grew up in Cooperstown, New York, and after earning his law degree at Syracuse University, Joe started his legal career as a Staff Attorney with the Fourth Circuit Court of Appeals in Richmond.

ADMISSIONS

- Virginia
- New York
- U.S. District Courts for the Eastern and Western Districts of Virginia
- U.S. Court of Appeals for the Fourth Circuit
- U.S. Supreme Court

EDUCATION

- Syracuse University College of Law, JD, *cum laude*
- Ithaca College, BA, *cum laude,* Politics

INVOLVEMENT

- ALFA International
  - Hospitality & Retail Practice Group
    - Chair, 2020-2022
    - Program Chair, 2019
  - Transportation Group, Steering Committee Member
- VADA | Virginia Association of Defense Attorneys
- NRRDA | National Retail and Restaurant Defense Association
- FDCC | Federation of Defense & Corporate Counsel
- VBA | Virginia Bar Association
- RBA | Richmond Bar Association

RECOGNITIONS

- Benchmark Litigation
  - "Future Litigation Star," Civil Litigation - Defense, since 2017
  - Rising Stars, 2008-2015
- Best Lawyers®
  - Commercial Litigation, since 2023
  - Personal Injury Litigation - Defendants, since 2023
- Super Lawyers®
  - Civil Litigation - Defense, since 2017
  - Rising Star, 2008-2016
- *Virginia Business Magazine* "Legal Elite"
  - Civil Litigation, since 2020
  - Alternative Dispute Resolution, since 2019

REPRESENTATIVE CASES

- Obtained summary judgment on behalf of a Fortune 50 retailer in a premises/products liability case where the Plaintiff claimed traumatic brain injury and sued for $2 million.
- Obtained jury verdict in plaintiff-friendly jurisdiction in favor of a Fortune 50 retailer and two asset protection associates in a case alleging malicious prosecution and seeking $150,000 in compensatory damages and $350,000 (statutory maximum) in punitive damages.
- Obtained favorable pre-litigation settlement via mediation for a national trucking company in a case arising from a tractor-trailer accident involving a fatality as well as numerous personal injury cases, including minors, saving the company tens of thousands in fees and expenses.
- Since 2008, he has expertly handled nearly 200 cases representing all general liability litigation in all jurisdictions throughout the Commonwealth of Virginia, including state and federal courts, for a Fortune 50 retail company.