



**One Atlantic Center**  
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## 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*

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## Admissions

State Bar of Georgia  
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. Court of Appeals for the Eleventh Circuit  
U.S. District Court for the Middle District of Georgia  
U.S. District Court for the Northern District of Georgia  
U.S. District Court for the Southern District of Georgia  
Supreme Court of Georgia  
Supreme Court of Florida

## M. Jerome Elmore, Partner

 404.881.4130  404.881.4111  [elmore@bmelaw.com](mailto:elmore@bmelaw.com)

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 the full range of litigation matters, from class actions to partnership and contract disputes, product liability, hospital law, personal injury, real estate, business torts, construction, environmental and franchise disputes. He has also served 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.

Jay is a frequent lecturer, and has published numerous articles on trial practice and business litigation issues such as class actions and arbitrations. He also serves as chair of Georgia's ICLE Class Action Seminar and is an adjunct professor of law at Emory University Law School, where he teaches class action law.

Jay has been lauded as a Georgia Super Lawyer each year since the award's inception in 2004. He is also a director of 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 Work

- Lead counsel with respect to medical developer against medical device manufacturer in a multi-million dollar breach of contract dispute involving a licensing agreement for multiple products.
- Lead counsel with respect to a national teleservices corporation in defense of nationwide class actions.
- Lead counsel in connection with defense of class action against a national insurance company.
- Lead counsel in connection with defense of a nationwide class action against magazine subscription promoter.
- Co-lead counsel in connection with successful prosecution of nationwide class action against laptop computer manufacturer.
- Lead counsel in connection with defense of a national petroleum company with respect to environmental matters.
- Lead counsel in a variety of trials involving real estate partnership disputes.
- Lead counsel in connection with defense of various securities fraud claims, including defense of chief executive officer of a national corporation.
- Lead counsel in connection with defense of suits brought under the Petroleum Marketing Practices Act.

- Lead counsel in connection with lawsuits involving actions by and against governmental authorities.
- Lead counsel in connection with lawsuits by and against lending institutions.

### **Professional Activities**

Past President, Lawyers Club of Atlanta  
Past Chair, Emory Law School Council  
Past Chair, Board of Consultants of the Emory Law Journal  
Member, Executive Committee of the Lamar Inn of Court  
Member, Emory Law Advisory Board  
Adjunct Professor, Emory University School of Law  
Fellow, American Bar Foundation  
Fellow, Litigation Counsel of America  
Member, Lawyers Foundation of Georgia  
Past Vice-Chair, Military Legal Assistance Program Committee (State Bar of Georgia)  
Sub-Committee Chair, ABA Class Actions and Derivative Suits Committee  
Member, Atlanta and America Bar Associations  
Member, Lawyers Club of Atlanta  
Member, Old War Horse Club

### **Civic Activities**

Chair of the Bill Maness Good Samaritan Scholarship Committee  
Member of the National Advisory Board of the Jefferson Scholars Foundation (University of Virginia)  
Member of the Charter Commission of the City of Sandy Springs

### **Honors & Awards**

Georgia Super Lawyer, *Atlanta Magazine*  
Georgia Local Litigation Star, Benchmark Plaintiff 2012  
State Bar of Georgia Distinguished Service Award, 2011  
League of Women Voters Good Government Award  
Recommended for Litigation - *Chambers USA*