



PRACTICE FOCUS

Joseph R. Ashby focuses his practice on business litigation, class action defense, trade secret litigation, trademark litigation, contract disputes and partnership and startup disputes. He has represented companies ranging from privately held family businesses to Fortune 500 companies in state and federal courts throughout the country. As an experienced commercial litigator and trial attorney, Joseph routinely represents a broad range of corporate and individual clients. He is committed to combining the advocacy, insight and diligence that best fits each client's needs and situation.

In his contract disputes practice, Joseph works on a variety of matters ranging from assisting real estate investors to assisting companies to resolve disputes about the delivery of goods and products. In his trade secret and employee mobility litigation practice, he has represented both employers seeking to protect their trade secrets in the wake of employee departures and executives who have joined another firm or form their own firm. In his class action defense practice, he has represented clients in matters resulting in the denial of class certification as well as matters resolving through class settlements.

During his studies for his B.A. at Arizona State University, he was a part of Phi Beta Kappa honor society. Subsequently, while completing his J.D. at the University of Michigan School of Law, he was the Associate Editor of the Michigan Law Review. Following the successful completion of his J.D., he served as a law clerk for the Honorable Robert Holmes Bell in the Western District of Michigan.

REPRESENTATIVE MATTERS

- Represented an automobile manufacturer in Multi-District Litigation involving allegations of consumer fraud. The matter was resolved through a nationwide class settlement based on the customer reimbursement program the manufacturer had voluntarily initiated.
- Represented a major packaged food company against antitrust claims alleging it had conspired with grocery stores to exclude competition in the claimed market for "better for you" ice cream. The court granted summary judgment in favor of the packaged food company on the plaintiff's antitrust claim.
- Represented a prominent retailer in a class action alleging it violated the Labor Code, by failing to provide meal and rest breaks, and failing to pay overtime. The court denied class certification in its entirety.
- Represented an independent insurance brokerage in a trade secret misappropriation lawsuit that was filed by one of the largest insurance brokerages in the U.S. After the court granted a motion to dismiss four of the five claims, including the trade secret claims, the matter settled confidentially.

EDUCATION

- University of Michigan Law School, J.D., Cum Laude
- Arizona State University, B.A., Summa Cum Laude

ADMISSIONS

- California
- U.S. Court of Appeals 9th Circuit
- U.S. District Court Central District of California
- U.S. District Court Northern District of California
- U.S. District Court Southern District of California
- U.S. District Court Eastern District of Michigan
- U.S. District Court Western District of Michigan

JOSEPH ASHBY

Principal, Los Angeles

PRACTICE AREAS

- Commercial Litigation
- Intellectual Property
- Restrictive Covenants and Trade Secret Protection

PROFESSIONAL AFFILIATIONS

- Los Angeles County Bar Association, (Litigation Section), Member
- Association of Business Trial Lawyers, Member
- California Lawyers Association (Antitrust & Unfair Competition Law Section, Litigation Section, & Intellectual Property Law Section), Member