



GADSON WILLIAM (WILL) PERRY

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Will focuses his practice on commercial contract disputes and other business litigation. His current representations include breach-of-contract, cyber-security, business-tort, product-liability, and intellectual-property claims. Will has served as national counsel and counsel of record in eleven different states and the territory of Puerto Rico. Beginning in 2015, he has been named a Mid-South Rising Star in Business Litigation by Super Lawyers® every year.

PRACTICE AREAS AND INDUSTRY TEAMS

- Commercial Litigation
- Appellate and Written Advocacy
- Intellectual Property Litigation
- Class Actions
- Catastrophic Events and Major Claims

EXPERIENCE

- Obtained defense verdict in bench trial involving claims of conversion, fraud, and conspiracy in TN state court (*Ashford v. Regions Bank*, 2011)
- Secured voluntary dismissal of breach of warranty, Magnuson-Moss, U.C.C., and Consumer Protection Act claims against an international automobile manufacturer in TN state court (*Hampton v. Volkswagen*, 2013)
- Obtained permanent injunction barring the interference of the former general partner of a series of limited partnerships in TN state court (*United Development v. Javier Bailey*, 2013)
- Briefed, argued, and successfully moved to dismiss with prejudice all claims against a municipal gas and electric services provider in TN state court (*City of Memphis, TN v. Shelby County, TN*, 2013)
- Briefed, argued, and successfully opposed a petition for judicial review of a city civil service commission decision in TN state court (*Love v. MSCAA*, 2012)
- Obtained judgment on the pleadings dismissing claims of conversion and common against a regional financial services provider in federal court (*Notredan, LLC v. Old Republic Exchange Facilitator Company*, 875 F. Supp.2d 780, (W.D. Tenn. 2012))

- Successfully moved to dismiss all claims against two medical device distributors in federal court (*Smith & Nephew v. Northwest Ortho Plus, Inc.*, (W.D. Tenn. 2012))
- Secured voluntary dismissal of all claims against a regional financial services provider in TN state court (*McBride v. Regions Bank*, 2012)
- Secured voluntary dismissal of all claims against a national corporate retailer in federal court negligence action (*Alonso ex rel. Alonso v. J.C. Penney Corp.*, 2012)

BAR ADMISSIONS

- Tennessee, 2011
- U.S. District Courts
 - Tennessee: Western, Eastern
 - Arkansas: Western, Eastern
- U.S. Court of Appeals
 - 6th Circuit

DISTINCTIONS

- Appointment, Standing Local Rules Committee, W.D. Tenn., 2018-present
 - Chair, Civil Rules Subcommittee, 2020
- Executive Class, Leadership Memphis, 2019-2020
- Fellow, New Memphis Institute, 2018-2019
- Winner, "Ace Associate" Category, Best of the Bar Awards, *Memphis Business Journal*, 2018
- Fellow, Leadership Council on Legal Diversity, 2017-2018
- *Super Lawyers*®
 - Mid-South Rising Star, Business Litigation, 2015-2019
- Adjunct Professor, Legal Methods, University of Memphis Cecil C. Humphreys School of Law, 2016-2017
- Graduate, International Association of Defense Counsel (IADC) Trial Academy, Stanford Law School, 2015
- Teacher, Eighth Grade Language Arts and Reading, Sherwood Middle School – Memphis, TN, 2005-2008

ASSOCIATIONS

- American Bar Association
- National Bar Association
 - Deputy Director, Region VI, 2020
- Federal Bar Association
 - Board of Directors, 2019-present
- Tennessee Bar Association
 - Executive Committee, Section of Litigation, 2019-present
 - Leadership Law, 2019
 - Mock Trial Committee, Young Lawyers Division, 2016-2019

- West Tennessee Captain, Wills-for-Heroes, YLD Board of Directors, 2015-2016
- Memphis Bar Association
 - Executive Committee, 2020
 - Board of Directors, 2020-2023
 - Facilitator, Law Scholars Program, 2017-present
 - Summer Law Internship Program Committee, 2014-present
- Leo Bearman, Sr. American Inn of Court
 - Barrister, 2020

EDUCATION & HONORS

- University of Tennessee, J.D., 2011
 - Chair, Moot Court Executive Board
 - ABCNY National Moot Court Team, *National Runner-Up, Regional Champion*
 - AAJ National Student Trial Advocacy Team, *Regional Champion*
 - The Order of Barristers
 - Justice Lewis F. Powell Medal for Excellence in Advocacy
 - Judge James M. Haynes Prize for Outstanding Achievement in Moot Court
 - McClung Medal for Moot Court Excellence
 - Certificates of Academic Excellence in Five Legal Areas
 - Teaching Assistant, Legal Process (Writing) II
 - Staff Editor, Transactions: The Tennessee Journal of Business Law
- Wake Forest University, M.A. Ed., Secondary English, 2005
 - Graduate Fellow
- Wake Forest University, B.A., English, 2004
 - President's Aide and Thomas K. Hearn Scholar
 - National Dean's List
 - Mother Teresa's "Misioneras de la Caridad" – Mexico City, Mexico
- Senior Law Clerk, the Honorable Bernice Bouie Donald, U.S. Court of Appeals for the Sixth Circuit, 2013-2014

PAPERS, PUBLICATIONS AND PRESENTATIONS

- Panelist, "Non-Economic & Punitive Damages Caps," Tennessee Bar Association: Litigation Law Forum, Sept. 2020.
- Speaker, "Lawyering and Professionalism," UT College of Law, Sept. 2020.
- Speaker, "Recovery of Medical Expenses in Tennessee Post-*Dedmon*," Memphis Bar Association Bench / Bar CLE Program, St. Louis, MO, April 2018.
- Presenter, "Generational Differences," Butler Snow LLP Firm-Wide Mentor Program Training, Memphis, TN, April 2018.
- Author, "Never Mind Hybridity: Under *Dedmon*, the Collateral Source Rule Says It All," *Memphis Lawyer*, Dec. 2017.

- Presenter, “Ethics for In-House Counsel,” Adapting to a Changing World: CLE for In-House Counsel, Memphis, TN, Dec. 2017.
- Co-Presenter, “Ethics for In-House Counsel,” Adapting to a Changing World: CLE for In-House Counsel, Nashville, TN, Dec. 2017.
- Co-Presenter, “Take That for Data: Cybersecurity, Data Privacy, and Cautionary Tales of Data Disasters,” Dixon Hughes Goodman LLP Executive Briefing Series, Memphis, TN, Nov. 2017.
- Author, “Hybridity: The Likely Outcome of the Tennessee Supreme Court’s *Dedmon* Deliberations,” *Memphis Lawyer*, Sept. 2017.
- Keynote Speaker, Valedictorian and Salutatorian Scholars’ Dinner, Shelby County Schools, Apr. 2017.
- Co-Presenter, “Corporate Counsel & Ethics Issues,” General Counsel CLE, Butler Snow LLP Annual Celebration of the Progress & Growth of Memphis, Memphis, TN, Dec. 2016.
- Co-Author, “*Glenn Reynolds Should Be Sanctioned*,” *The Daily Beacon*, Sept. 2016.
- Co-Presenter, “Arbitration vs. Litigation,” In-House CLE, Butler Snow LLP Annual Celebration of the Progress & Growth of Memphis, Memphis, TN, Nov. 2015.
- Presenter, “The Nuts and Bolts of Judicial Clerkships” and “Is a Judicial Clerkship for You?,” University of Tennessee College of Law, Knoxville, TN, Nov. 2015.
- Facilitator, “Forensics of Persuasive Speech,” Jay Uiberall Scholars Program, REACH Memphis, Memphis, TN, Mar. 2015.
- Co-Author, “Pregnancy Discrimination: An Issue to Watch in 2015,” BLR: Tennessee Employment Law Letter, Vol. 30, No. 1, Jan. 2015.
- Contributor, “From the Bench: Four Judgeships,” 41 Litig. 1, Fall 2014.
- Co-Author, “The Not-So-New Normal of the Legal Profession: Facing and Confounding the Odds,” 23 Am.U.J. General Soc. Pol’y & L.1, 2014.
- Presenter, “Constitution in the Classroom: The First Amendment,” American Constitution Society, Memphis Grizzlies Preparatory Charter School, Memphis, TN, June 2014.
- Author, “Tennessee Statute Removes Joint & Several Liability from Product Liability Cases,” 2013 Southeastern Product Liability Update 16, 2013.

CIVIC INVOLVEMENT

- Chair, Board of Directors, REACH Memphis, 2019-present
- Memphis Advisory Board, Facing History and Ourselves, 2016-present
- University of Tennessee College of Law
 - Alumni Council, 2014-present
- University of Tennessee Alumni Association
 - Alumni Legislative Council, 2014-present
 - Advisory Council, 2013-2017