



John R. Branson

Of Counsel

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John R. Branson represents clients in the resolution of disputes through litigation and alternative means as appropriate.

Mr. Branson is a member of the Firm's Litigation and Intellectual Property Groups and is of counsel based in the Firm's Downtown Memphis office; he also operates from the Firm's East Memphis office as needed.

Mr. Branson enjoys handling disputes in a wide variety of substantive areas, rather than specializing in a narrow area of substantive law. He has extensive experience with litigation, arbitration and mediation in a variety of areas, including:

- Complex family law matters
- Class actions
- Commercial and business litigation
- Medical and legal malpractice defense
- Copyright, trademark, patent, and trade secret cases
- Bankruptcy adversary proceedings
- Corporate governance and stockholder disputes
- Banking
- Securities
- Health care
- Construction
- Fraud and RICO matters
- Personal injury cases for both plaintiffs and defendants
- Libel/slander
- Will contests, trust litigation, conservatorships and other probate litigation
- Investigations of public corruption
- SEC investigations of public companies

Mr. Branson has tried numerous jury and non-jury cases, including acting as lead counsel in a class-action jury trial that lasted for about a month. He was co-lead counsel for a plaintiff, resulting in a settlement of \$5.91 million. He also has participated in many arbitrations before the AAA, NASD and MSRB, and numerous judicial and non-judicial mediations, and has handled over a dozen appeals in the Tennessee Court of Appeals, the Supreme Court of Tennessee, and the U.S. Court of Appeals for the Sixth Circuit. Mr. Branson is not certified as a mediator, but he has acted as a mediator in a number of cases, and once even served on a jury himself. He is licensed to practice law in Tennessee and Mississippi.



Case Studies

- Minimal Damages in \$1.2 Billion Class Action Trial - Class Action Litigation



Representative Matters

- Initiated a will contest and successfully defended an appellate procedural challenge to the contest, obtaining a favorable ruling from the Court of Appeals on every issue raised.

- Successfully defended a cross-appeal to the Tennessee Court of Appeals of a Suggestion of Remittitur on behalf of the appellee in a case arising from a fatal dog attack.
- Successfully represented the ex-spouse of a CPA with regard to very complex issues arising from his preparation of their tax returns and conduct of their business matters
- Obtained a very favorable settlement of a claim that our client, a funeral home, had failed to conduct a proper embalming of deceased human remains, causing emotional distress to the decedent's survivors.
- Defended a funeral company in a personal injury lawsuit arising from a motor vehicle accident.



Professional Honors & Activities

- AV® Preeminent™ Peer Review Rated by Martindale-Hubbell
- Listed in *The Best Lawyers in America*® for Health Care Litigation, 2021 – 2026; Intellectual Property Litigation, 2022 – 2026
- Named a 2026 and 2025 Thomson Reuters Stand-out Lawyer
- Selected to Mid-South Super Lawyers in General Litigation, 2020 – 2022; Business/Corporate, 2023
- Chairman – General, Solo & Small Firm Section of Tennessee Bar Association, 1997 – 1998
- Chairman – Continuing Legal Education Committee of Memphis Bar Association, 1997
- Volunteer Litigator – Community Legal Services
- Memphis Bar Foundation
- *Lawyers' Journal* Club



Publications

- "What a Trial Looks Like from a Juror's Point of View," ABA Section of Litigation (October 2018)



Speaking Engagements

- Presenter – "Using Financial Experts in Family Law Litigation," Memphis Bar Association (September 2020)
- Presenter/Moderator – "The Cares Act: Update," client presentation (April 2020)
- Presenter/Moderator – "Do's and Don'ts of a Successful Mediation," Memphis Bar Association, Family Law Section (July 2018)



Education

- University of Mississippi Law School, J.D., 1984
 - Research Editor & Managing Editor, *Mississippi Law Journal*
 - Chairman – Law School Election Commission
 - Student Senator, University Senate
- University of Mississippi, B.B.A. in Marketing, 1981



Admissions

- Tennessee, 1984
- Mississippi, 1984