



## Alex More

**Partner**  
**Head of Litigation**

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**I'm passionate and tactical — a sniper rifle, not a rocket launcher. Once I understand a client's goals, I assess the best realistic outcome and find the most effective path to get there. I'm creative and often find novel approaches and arguments that increase the likelihood of success.**

Combining outstanding trial advocacy with deep legal knowledge and acumen, Alex More focuses his practice on securities and fiduciary duty litigation, blockchain technology, and matters in the speech & privacy protection, and director & officer arenas.

Alex oversees the firm's litigation department and advocates vigorously for clients nationwide. His work encompasses a broad spectrum of conflicts, including broker dealer, derivative and shareholder, and partnership and LLC disputes, as well as securities class actions. Although Alex relishes the chance to take off the gloves in a courtroom battle, he knows that compromise sometimes best serves the clients' interests, and that's what comes first.

Ranked by Chambers as a "strong performer in fiduciary duty, securities, and fraud-related disputes," Alex delivers better value than his competitors by devising the most efficient ways to get the desired results. He's been called "a strategic and pragmatic thinker who is willing to think outside the box." Clients know that when they retain Alex, he'll be engaged, effective, and enthusiastic in his representation.

In the words of one opposing counsel, Alex is a “gold medal verbal gymnast.” He uses both his excellent oral advocacy and writing skills to prevail over some of the best-known and most expensive lawyers in the country. Rather than relying on an overbearing and forceful approach, Alex relies on intelligence and experience to intercept the opposing side’s strength and then flip it to his client’s advantage.

With a lifelong interest in technology, Alex has been following the rise of cryptocurrencies for a decade. He’s the rare attorney with in-depth knowledge as well as solid experience in the blockchain arena. Frequently acting as an outside general counsel on these matters, Alex and his team find ways for blockchain startups and entrepreneurs to stay compliant and work within the system of law while minimizing their risks and maximizing their success.

## Significant Matters

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### Representative Securities and D&O Matters

- Counseled independent directors of a public company in the hospitality industry concerning review of related-party transactions.
- Member of a litigation team that secured dismissal of a \$6 billion lawsuit on the eve of trial. The plaintiff, a major insurance company, had asserted claims against broker-dealer and hedge fund defendants for alleged RICO violations, commercial disparagement, and tortious interference in connection with an analyst’s research reports. [Click here for the Newark Star Ledger’s account of the dismissal.](#)
- Counseled special committee of the board of a public company in the healthcare industry in connection with a special investigation and litigation, later counseling the independent directors in connection with evaluation of corporate strategic alternatives resulting in a going-private transaction.
- Represented directors of condominium owner’s association sued for alleged breaches of fiduciary duty, resolving the matter in a favorable settlement.

### Representative Trial Advocacy Matters

- Won bet-the-company jury trial between two healthcare technology startups on claims including theft of trade secrets. [Click here for the press release.](#)
- Won favorable jury verdict at trial representing landlord sued by tenant for alleged breaches of the lease and other statutory violations.
- Won favorable jury verdict at trial representing custom hot rod builder sued by customer for alleged violations of consumer protection laws.

### Representative Virtual Token & Blockchain Technology Matters

- Served as expert witness in a divorce matter involving tracing and characterization of cryptocurrency assets.
- Represent Bitcoin ATM company in connection with vendor contracts for on-site sales of cryptocurrency.
- Represented key employee in government investigation and prosecution of blockchain startup in connection with initial coin offering, resulting a favorable negotiated resolution.

## Areas of Focus

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### Industries

- Digital Assets
- Financial Services
- Public Entities
- Real Estate and Construction
- Software, Technology, and Telecommunications

### Services

- Litigation and Disputes
- Noncompete and Trade Secrets
- Securities and Directors & Officers

## Education

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- University of Texas at Austin School of Law, J.D., 2008
- University of Texas at Austin, B.A., 2005, with honors
  - 2005 Research Assistant, Prof. Loftus C. Carson II
  - 2006-08 Submissions Director
  - Texas Journal of Women and the Law, 2007-08

## Admissions

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- Texas, 2008
- U.S. District Court Northern District Texas
- U.S. District Court Southern District Texas
- U.S. District Court Eastern District Texas

## Leadership

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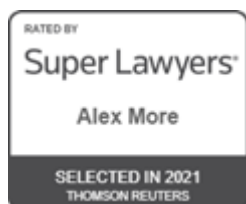
- Dallas Bar Association
- Texas Bar Association
- Dallas Association of Young Lawyers
- Dallas Urban Debate Alliance
- Patrick E. Higginbotham Society, 2010-2011
- Board Chair, Dallas Urban Debate Alliance, 2020-Present

- Jewish Federations of North America Young Leadership Cabinet

## Recognition

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- Chambers USA, Litigation: General Commercial – Texas: Dallas, Fort Worth & Surrounds, Up-and-Coming, 2021-present
- Named to *D Magazine*’s Best Lawyers in Dallas List, 2024
- Outstanding Faculty Award Recipient, *National Business Institute*, 2022
- Lawdragon 500, Leading Litigators in America, Business/Financial Litigation, 2023-2024
- *D Magazine* named Mr. More as one of Dallas’s Best Lawyers Under 40 in 2018 and 2021
- Honored as a Top 100 Texas Up-and-Coming lawyer as published in *Texas Monthly* magazine, 2023
- *Texas Monthly* magazine named Mr. More to the *Texas Super Lawyers – Rising Stars* list in Securities Litigation from 2012 through 2023
- Mr. More has also been recognized as an Outstanding Attorney Under 40 by the Jewish Federation of Greater Dallas Cardozo Society in 2010 and 2012



## Speeches/Publications

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- Panelist, *Mastering Crowdfunding, Bitcoin, and Digital Currency Law*, Rossdale CLE, 2018.
  - Feedback:
    - “Extremely effective presenters, very knowledgeable.”
    - “This was a great class!”
  - Alex received the highest possible scores from audience participants concerning significant current subject knowledge and teaching effectiveness.
- Speaker, *Bitcoin and Blockchain in Litigation*, ABA CLE, 2017.
  - Feedback:
    - “Very timely and topical.”
    - “Great overview of a complex topic.”
  - Most audience participants ranked Alex as a very effective teacher with expert level subject knowledge.
- Presentation, *Ethics in Discovery*, 2016.

- Feedback:

*"You made a really boring topic very enjoyable."*

*"AMAZING! You managed to make ethics fun and interesting."*

*"Your speech was informative and entertaining."*

- Co-Author, *Professional Liability*, SMU Law Rev. (2015).

## Outside of Work

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When Alex isn't fighting for his clients in court, he's fighting on the mats as a black belt in Brazilian Jiu-Jitsu.