



Alex More

Partner
Executive Committee

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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 bet-the-company disputes, securities and fiduciary duty litigation, digital assets, artificial intelligence, corporate governance, and other business litigation matters.

Alex advocates vigorously for clients nationwide. His work encompasses a broad spectrum of conflicts, specifically including derivative, shareholder, partnership, and LLC disputes. Although Alex relishes the chance to take off the gloves in a courtroom battle, he knows that reasonable 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 digital assets for over a decade and co-founded the firm’s Artificial Intelligence practice group. He’s the rare attorney with in-depth knowledge as well as solid experience working with software startups and clients adopting new technology. Frequently acting as an outside general counsel on these matters, Alex and his team find ways for startups and entrepreneurs to stay compliant and work within the system of law while minimizing their risks and maximizing their success.

Significant Matters

Representative Securities and D&O Matters

- Won favorable arbitration award dismissing all claims and monetary damages other than declaratory relief in partnership dispute brought by limited partners against general partners.
- 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 favorable jury verdict in trial contesting ownership of mineral interests in West Texas, including specific performance relief requiring a turnover of the mineral interests.
- 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 Digital Assets Matters

- Negotiated favorable resolution of arbitration dispute concerning digital assets lending program.
- 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.

Areas of Focus

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
- Artificial Intelligence

Education

- 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

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

Leadership

- Dallas Bar Association
- Texas Bar Association
- Dallas Regional Chamber Leadership Class, Class of 2025
- Dallas Urban Debate Alliance
 - Board Chair, 2020-Present
- Dallas Association of Young Lawyers
- Patrick E. Higginbotham Society, 2010-2011
- Jewish Federations of North America Young Leadership Cabinet

Recognition

- *Chambers USA*, Litigation: General Commercial – Texas: Dallas, Fort Worth & Surrounds, 2021-2025
- *D Magazine*, Best Lawyers in Dallas, 2024-2025
- *Lawdragon 500*, Leading Litigators in America, Business/Financial Litigation, 2023-2025
- Texas Super Lawyer, *Super Lawyers* by Thomson Reuters, 2024
- Texas Rising Star, *Super Lawyers* by Thomson Reuters, 2012-2024
- Named to the “Up-and-Coming 100: Texas Rising Stars” list, *Super Lawyers* by Thomson Reuters, 2023
- Outstanding Faculty Award Recipient, *National Business Institute*, 2022
- *D Magazine*, Best Lawyers Under 40, 2018, 2021
- Recognized as an “Outstanding Attorney Under 40” by the Jewish Federation of Greater Dallas Cardozo Society, 2010 and 2012



Speeches/Publications

- Speaker, *Navigating Legal and Regulatory Risk in the Decentralized World*, 2024 North American Blockchain Summit
- Presenter, *Cryptocurrency Update 2024*, NBI CLE, 2024

- Feedback: rated 4.8 out of 5
- *Decrypting the Definition of Securities for Digital Assets*, Dallas Bar Association *Headnotes*, January 2024
- Presenter, *Cryptocurrency Fraud: What You Need to Know*, NBI CLE, 2022
 - Feedback: rated 4.7 out of 5
- Presenter, *Depositions: Advanced Questioning Strategies*, NBI CLE, 2022
- 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.”

Outside of Work

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

