

Shook Hardy Picks Up Hogan Lovells Automotive Practice Leader in LA

The pickup comes a little over a year after Shook Hardy poached four automotive attorneys from Sidley Austin to launch its Los Angeles office.

By Dylan Jackson

Hogan Lovells' automotive litigation co-chairman Colm Moran has joined Shook Hardy & Bacon in Los Angeles as the firm continues to build out its automotive industry offerings.

Joining Moran is Hogan Lovells counsel Robert Feyder. Both attorneys represent automakers in litigation with franchised car dealers while also advising on regulatory compliance. Moran has represented Ford, Porsche and Jaguar, among others, according to federal court records.

"He's an incredible lawyer," said Shook Hardy's Los Angeles managing partner Michael Mallow. "He's one of the top two or three lawyers who practice in dealer franchise work."

Moran said he was lured to the smaller firm—though Shook Hardy, an Am Law 200 firm with about 500 lawyers is by no means small—because of Shook Hardy's preeminent automotive practice, adding that he also looked forward to reuniting with Mallow, a former colleague. The two worked together at K&L Gates between 1996 and 2006.

"We worked together for many years, and frankly, he has the best

automotive class action practice in the U.S.," Moran said of Mallow. "That was really attractive to me."

The firm's automotive practice expansion began in earnest with the addition of Mallow and three other Sidley Austin attorneys last April. Mallow was the co-head of Sidley Austin's consumer class action practice group and launched Shook Hardy's Los Angeles office.

All told, Mallow said the firm has around 25 attorneys servicing automotive clients, which include major auto companies such as Nissan, Honda, Toyota, Mazda and Subaru.

"He gives it the dimension that we didn't have," Mallow said. "We are continuing to build out the services we can provide to automotive clients."

Mallow said the opportunity to bring Moran on board was just too good to pass up despite the coronavirus pandemic hammering law firms financially and forcing many, including Shook Hardy, to make austerity cuts. An April report from the U.S. Bureau of Labor Statistics found that legal sector employment fell by 64,000 jobs year over year.

Arnold & Porter Kaye Scholer, Greenberg Traurig, Morrison &



Shook Hardy & Bacon Partner Colm Moran, left, and Robert Feyder, Of Counsel.

courtesy photos

Foerster and Cozen O'Connor are among the firms that have added talent in the past couple of months. McDermott Will & Emery even opened an Atlanta office last week.

"The opportunity was there and ripe," Mallow said. "And while laterals should certainly be cautioned in economic times like this, it shouldn't prohibit you from wonderful opportunities right in front of you."

Asked about the pair's departure, Hogan Lovells said in a statement: "Colm was a valued colleague and we wish him well. Our leading automotive practice continues to serve clients in the Los Angeles office and throughout the firm."

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