



## Whit Pierce

Associate

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Whit represents clients in business litigation and intellectual property matters, including complex commercial litigation, patent and trademark litigation, and product-liability cases. He litigates in state and federal courts in North Carolina and Virginia, and he has significant experience with federal trials.

Whit is also a member of the Criminal Justice Act Training Panel in the Middle District of North Carolina and the Hague Convention Attorney Network, which is a network of attorneys who assist parents with cases that arise under the Hague Convention on the Civil Aspects of International Child Abduction.

### **Beyond Fox Rothschild**

Whit is a member of the Board of Directors of Preservation Greensboro Inc.; the Board of Trustees of Greensboro Montessori School; and the Rose Council of Wake Forest University School of Law. He is a former Executive Board member of the Greensboro Bar Association Young Lawyers Section and a graduate of the 2019 class of Leadership Greensboro.

### **Client Resources**

#### **It's Just Business Blog**

Whit contributes to this blog, which provides analyses of North Carolina Business Court decisions. The goal of this blog is to arm businesses with the information they need to adjust their legal strategies as the case law evolves.

[View Blog](#)

### **Before Fox Rothschild**

Whit was a senior associate at Smith Moore Leatherwood LLP, which combined with Fox Rothschild in 2018. Before joining Smith Moore, he had the distinct honor of clerking for the Honorable Samuel G. Wilson of the U.S. District Court for the Western District of Virginia.

While in law school, Whit was a Law Alumni Council Scholar. He served as executive editor of the *Wake Forest Law Review*, and he was named "Most Outstanding Wake Forest Law Review Staff Member" in 2010. Whit also served as a teaching assistant in law school.

## Honors & Awards

- Listed in North Carolina *SuperLawyers*, Rising Stars Edition, for Intellectual Property Litigation (2017-2019)
- Recognized in *Business North Carolina's* Legal Elite for Young Guns (2019)
- Named among the "Forty Under 40" by the *Triad Business Journal* (2016)
- Graduate, Leadership Greensboro 2019

## Practice Areas

- Litigation
- IP Litigation

## Bar Admissions

- Virginia
- North Carolina

## Court Admissions

- U.S. Supreme Court
- U.S. Court of Appeals, Federal Circuit
- U.S. Court of Appeals, Fourth Circuit
- U.S. District Court, Middle District of North Carolina
- U.S. District Court, Eastern District of North Carolina
- U.S. District Court, Western District of North Carolina
- U.S. District Court, Western District of Virginia
- U.S. District Court, Eastern District of Virginia

## Education

- Wake Forest University School of Law (J.D., *magna cum laude*, 2011)
- North Carolina State University (B.S., 2000)
  - Biological Sciences

## Memberships

- North Carolina Bar Association
- Federal Bar Association
- Greensboro Bar Association
- Defense Research Institute
- North Carolina Association of Defense Attorneys
- American Veterinary Medical Law Association
- Guilford Inn of Court
- Leadership Greensboro

## Board of Directors



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