



Kelly Magnus Purcaro

Partner

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Kelly Purcaro is a partner in the Litigation practice group at Greenspoon Marder LLP, specializing in complex commercial litigation across the United States. As a seasoned trial attorney, Ms. Purcaro is experienced in an array of litigation matters, including state and national multi-party business disputes, class actions, employment disputes, consumer fraud, breach of contract, and restrictive covenants litigation. Often in her practice, Ms. Purcaro represents both individual and institutional clients in most sensitive matters.

As a pragmatic negotiator and vibrant litigator, Ms. Purcaro has become proficient in handling “bet the company” cases and works closely with clients to develop creative strategies that yield positive results. Ms. Purcaro also serves the legal community both locally and nationally. She recently served two terms as co-chair of the Class Action Committee of the New Jersey State Bar Association and serves on various national steering committee positions. Currently, Ms. Purcaro is also a member of the Preferred Panel of Counsel for a multi-billion-dollar international corporation headquartered in New Jersey. As a prominent member of her community, Ms. Purcaro has devoted time as a pro bono attorney for victims of domestic violence, serving as a trial counsel through Alternatives to Domestic Violence (ADV) in New Jersey. Moreover, Ms. Purcaro frequently serves as a sought-after guest lecturer at both state and national conferences and was recently featured for her legal insights on the Amazon Prime Docuseries “LuLaRich” as a result of her leadership role in the underlying national class action.

Prior to joining the firm, Ms. Purcaro majored in Social Work and minored in Political Science at Rutgers University, earning her bachelor’s degree in 2001. Through an advanced standing accelerated one-year program, she earned a master’s degree in Social Work in 2002, while simultaneously completing her graduate fellowship at the Eagleton Institute of Political Science. Ms. Purcaro served as the Director of Government Relations for a non-profit organization, focusing on statewide lobbying for social justice and grassroots organizing through New Jersey. Afterward, Ms. Purcaro continued her studies at the Rutgers University School of Law as a Carol and Paul Miller Scholar, where she served as a Staff Editor for the Business Law Journal, and an intern for the Honorable Judge Stanley R. Chesler in the United States District Court for the District of New Jersey, prior to completing her Juris Doctor degree.

Bar Admissions

- New Jersey
- New York

Court Admissions

- U.S. District Court, District of New Jersey
- U.S. District Court, Southern District of New York
- U.S. District Court, Eastern District of New York
- U.S. Court of Appeals, Third Circuit

Education

- J.D., Rutgers University School of Law, 2009
- MSW, Rutgers University (New Brunswick), 2002
- Graduate Fellow, Eagleton Institute of Politics, 2002
- B.A., Rutgers University, Social Work, and Political Science, 2001

Practice Areas

- Litigation
- Class Action Defense
- Labor & Employment

Professional & Community Involvement

- Alternatives to Domestic Violence (ADV) New Jersey, Trial Counsel
- New Jersey State Bar Association Class Action Committee, Immediate Past Chair and Current Member
- National Association of Women Lawyers, Mid-Year Meeting, Host Committee
- United States District Court for the District of New Jersey ReNew Reentry Program, Former Pro Bono Attorney
- Rutgers's Center for Gender Justice and Law Student Summer Fellowship, Planning and Selection Committee
- New Jersey Women Lawyers Association, Member
- New Jersey Federal Bar Association, Member
- New Jersey State Bar Association, Member
- Bergen County School Children Food Drive (New Jersey) in association with the Center for Food Action, Organizer, 2018
- Female Professionals Clothing Drive (Bergen County, NJ) in association with Dress for Success, Organizer, 2019

Speaking Engagements

- Featured Speaker, "Class Action Playbook," Webinar, *NJICLE*, July 12, 2023
- Speaker, "Hot Topics in Class Actions" Cambridge National Forum, Litigation Series, New Orleans, LA, October 2022
- Speaker/Moderator, "A Class Actions Update: Federal and New Jersey Developments for 2021-2022," New Jersey State Bar Association Annual Conference, May 19, 2022
- Speaker, "Recent Developments in Consumer Class Actions," NJICLE CLE Program, February 17, 2022
- Speaker, "A Class Actions Update: Federal and New Jersey Developments for 2020-2021," New Jersey State Bar Association Annual Conference, May 19, 2021
- Speaker, "Class Action Update," New Jersey State Bar Association Seminar, May 19, 2021
- Speaker, "Little vs. Kia Motors – The Essential Case Study on Damages in Class Actions" The NJICLE Winter Conference, New Jersey Institute of Continuing Legal Education, November 2020
- Speaker, "Class Action Litigation in 2020," New Jersey State Bar Association Seminar, February 10, 2020
- Speaker, "Class Action Playbook," New Jersey State Bar Association Seminar, October 17, 2019
- Speaker, "Class Actions: Perspectives on Key Issues," New Jersey State Bar Association Annual Conference, May 17, 2019
- Speaker, "The Future of Class Actions in New Jersey," New Jersey State Bar Association Annual Conference, May 18, 2017
- Speaker, "Find it Free and Find it Fast: Strategies for Legal Research" National Business Institute Seminar (NBI), New Jersey, 2013

Recognitions

- *Marquis*, "Who's Who in America," Listee, 2023
- *ALM/Law.com's* New Jersey Legal Awards, "Mentors," 2023
- *NJBIZ*, "Leaders in Law Award Honoree," 2023

- *Super Lawyers*, "New Jersey Super Lawyer," 2023
- *Super Lawyers*, "New Jersey Rising Stars," 2012-2013, 2017-2019
- United States District Court for the District of New Jersey, ReNew Reentry Program Service Award Recipient, 2017

Publications

- Author, "If Your Suit Is Stuck, These Best Practices Can Ensure a Strong Partnership with Litigation Counsel," *Corporate Compliance Insights*, February 15, 2022

In the News

- Mentioned, "Kelly Purcaro on 'Practicing with Integrity, Candor and Civility'," *ALM*, September 8, 2023
- Mentioned, "Greenspoon Marder Backs Rutgers Study On Women In Law," *Law360 Pulse*, June 16, 2023
- Mentioned, "Is a noncompete clause holding you back? The law may be changing," *New York Post*, March 14, 2023
- Mentioned, "Greenspoon Marder Adds A.Y. Strauss Litigation Duo In NJ," *Law360 Pulse*, January 17, 2023
- Mentioned, "NJ Attys Praise Class Cert. Change Proposed By High Court," *Law360 Pulse*, February 7, 2022
- Mentioned, "NJ Attys Look To 3rd Circ. On Virus Coverage Denial Cases," *Law360 Pulse*, May 19, 2021
- Mentioned, "Jaguar Wants Diesel Filter Defect Suit Left in The Dust," *Law360 Pulse*, July 20, 2020
- Mentioned, "Jaguar Hit With Suit Over Alleged Diesel Filter Defect," *Law360 Pulse*, May 8, 2020
- Mentioned, "NJ Car Dealers Beat Fraud Suits, Lack Of Harm Cited," *Law360 Pulse*, July 27, 2018
- Mentioned, "Jets Season Ticket Holder Sues Over Seat License Change," *Law360 Pulse*, March 19, 2018
- Mentioned, "NJ Ford Dealers Steer Clear Of Sales Tax Class Action," *Law360 Pulse*, September 14, 2015

TV Series, Documentary

- Cast, "Toe Up," *LuLaRich*, Episode 4, September 9, 2021
- Potential Legal Risks Regarding Recent Lawsuits Under New Jersey law P.L. 2023, c.113 (Daniel's Law)
- Timing Matters: Enforceability of After-Included Arbitration Provision
- Plaintiff Goes Back to Court After AAA Rejects Arbitration
- Client Alert: SCOTUS Decision Mandates Automatic Stays Pending Arbitrability Appeals
- NJ Appellate Court Rejects Arbitration Clause in Consumer Class Action

News

- Greenspoon Marder Attorneys Kelly Purcaro and Kory Ann Ferro Selected Among 2024 Super Lawyers in New Jersey by Super Lawyers Magazine
- Greenspoon Marder Attorneys Kelly Purcaro and Kory Ann Ferro Secure Dismissal of Claims in Personal Injury Case
- Greenspoon Marder Attorneys Kelly Purcaro and Kory Ann Ferro Successful in Dismissal of Counts Against Private Aviation Client, Fly Alliance
- Greenspoon Marder Achieves 100 Percent Employee Engagement in Community Service Initiatives for 2023
- Greenspoon Marder Partner Kelly Purcaro Recognized as a 2023 Honored Listee by Marquis Who's Who in America
- Greenspoon Marder Corporate Practice Group Successfully Represents MaxLite Inc. and MaxWest LLC in Connection to New Finance Facility
- Greenspoon Marder Partner Kelly M. Purcaro Selected as 2023 New Jersey Legal Awards Honoree
- Greenspoon Marder Partner Kelly M. Purcaro Reappointed to New Jersey State Bar Association Class Action Committee for 2023-2024
- Greenspoon Marder Supports Rutgers Law Study on Women in the Legal Profession Fellowship
- Greenspoon Marder Secures Victory for Pasiphae Holdings, Inc. in PPE Lawsuit
- Greenspoon Marder Partners Evan M. Goldman and Kelly M. Purcaro Recognized as 2023 NJBIZ Leaders in Law Honorees

- Greenspoon Marder Client Granted Ex Parte Relief in California District Court
- Greenspoon Marder Partner Kelly Magnus Purcaro Joins Host Committee for National Association of Women Lawyers' 2023 Mid-Year Meeting
- Greenspoon Marder Expands Litigation Practice with Attorneys Kelly Magnus Purcaro and Kory Ann Ferro in Newark