



John Isaac Southerland

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Practice Areas

[Automotive Litigation](#)

[Cybersecurity Liability](#)

[Discovery Practice and
Procedure](#)

[Pharmaceutical / Healthcare](#)

[Product Liability](#)

[Trucking Litigation](#)

Bar & Court Admissions

Alabama State Bar

Northern District of Alabama

Southern District of Alabama

Bio

Anyone who knows John Isaac Southerland knows he is prepared at all times, for any situation. A loyal Eagle Scout for more than 20 years, John Isaac incorporates a solution-oriented, proactive approach to every aspect of his life and law practice. This trait has served his clients very well for over a decade.

John Isaac is a firm partner who successfully defends companies locally, regionally and nationally. His clients can count on him to remain highly responsive, knowledgeable about their business and acutely aware of their goals. Since joining the firm in 2004, John Isaac has developed specialties in general product liability defense, personal injury defense, automotive product liability defense, heavy equipment product liability defense, trucking defense, insurance defense and towing and recovery liability. John Isaac also serves as national coordinating discovery counsel for a major automotive client. For his efforts and as determined by his peers, John Isaac received an attorney ranking of AV Preeminent® with High Ethical Standing for professional excellence in the legal field.

In his free time, John Isaac serves as an active member of Asbury United Methodist Church. He also enjoys supporting UNC sports teams, serving as a leader in his children's Cub Scout Pack, coaching youth sports, reading and spending time with his wife, Jenny, and two boys, Isaac and Taylor.

John Isaac earned his BS from The University of North Carolina at Chapel Hill and his JD from Cumberland School of Law at Samford University.

Distinctions & Contributions



Middle District of Alabama

01 Listed by Super Lawyers (2019 – 2020)

Memberships

Alabama Defense Lawyers
Association

02 Co-Author, “[Stop the Madness: Making Reasonable Amendments to Rule 30\(b\)\(6\) Once and for All](#)”, American Journal of Trial Advocacy

American Bar Association

03 Named Co-Chair of the Rule 30(b)(6) Advocacy Committee for Lawyers for Civil Justice (February 2020)

Birmingham Bar Association

04 Panelist, “Moral Algorithms? Ethics in Autonomous Vehicles”, DRI Strictly Automotive Seminar (September 2019)

Defense Research Institute

05 Co-Author, “[Let’s Be Reasonable: The Consumer Expectations Test is Simply Not Viable to Determine Design Defect for Complex Autonomous Vehicle Technology](#)”, Journal of Law and Mobility (August 2019)

Edwin Horton Inn of Court at
Cumberland School of Law

Lawyers for Civil Justice

06 Testified on January 4, 2019, in Phoenix, AZ, regarding a [proposed amendment to Federal Rule of Civil Procedure 30\(b\)\(6\)](#)

07 Co-chair and Speaker, ACI Automotive Product Liability Litigation Conference in Chicago (July 2018)

08 Panelist, “Products Liability – Where We Are And Where We Are Going” Birmingham Bar Association CLE in April 2018

09 In March 2018, recognized as [AV Preeminent](#)[®] attorney by Martindale-Hubbell

10 Presenter, Alabama Law Weekly “Ethical Considerations When Selecting Your Jury in Alabama” [webinar](#)

11 Co-chair and Speaker, 10th National Forum on Automotive Product Liability Litigation in Chicago (June 15-16, 2017)

12 Co-author, “[General Jurisdiction Challenges and Jurisdictional Discovery Post Daimler AG v. Bauman](#)”, For The Defense, a DRI publication, April 2017

13 Co-author, “[Where will suit be filed? Personal jurisdiction considerations when engaging in joint development of autonomous vehicle technology.](#)” Automotive Testing Technology International, Winter 2017

14 Speaker for 2017 CLM Webinar, “Personal Jurisdiction Post-

Bauman: Considerations for Effectively Asserting a Challenge to General Personal Jurisdiction In the Wake of Daimler AG v. Bauman”

- 15 Listed by Super Lawyers (2014-2016)
- 16 [2016 Under 40 Hot List](#) for Benchmark Litigation
- 17 Speaker: Inaugural Autonomous Vehicle Safety Regulation World Congress 2016
- 18 Panelist: Identifying Product Liability Issues Associated with Autonomous Cars and Semi-Autonomous Cars, American Conference Institute – Automotive Product Liability Litigation Seminar, June 2016
- 19 Speaker: Jury Selection Strategy and Ethical Considerations in Jury Selection, National Business Institute, June 2016
- 20 Panel Moderator; It Wasn't Me: Effectively Assessing the Acts or Omissions of Parties and Non-Parties When Evaluating Potential Risk in a Product Liability Case, Product Liability Conference, Claims & Litigation Management Alliance, 2015
- 21 Contributor, Product Liability Case Law Update – D.C. Circuit, Defense Research Institute, 2015
- 22 Co-Author, “But We All Agreed to Confidentiality? Preserving Confidentiality of a Settlement Agreement”, [Alabama Defense Lawyers Association Journal](#), 2014
- 23 Co-Author, “Personal Responsibility in Product Liability: Who Is Responsible for What and Why?”, [American Journal Of Trial Advocacy](#), 2014
- 24 Co-Author, “CRASHWORTHINESS BASED PRODUCT LIABILITY AND CONTRIBUTORY NEGLIGENCE IN THE USE OF THE PRODUCT: But what is the product, and should contributory negligence in its use be considered?”, [Alabama Lawyer](#), 2012
- 25 Speaker; Electronic Case Management and Discovery: New



Challenges for an Ever Increasing Paperless Profession,
Alabama Paralegals Association, 2007