HUIE



John Isaac Southerland

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Practice Areas

Automotive Litigation

Discovery Practice and Procedure

Product Liability

Trucking Litigation

Bar & Court Admissions

Alabama State Bar

Northern District of Alabama

Southern District of Alabama

Middle District of Alabama

Memberships

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 two decades.

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 automotive and manufacturing discovery practice and procedure, 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 two major automotive clients. 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 Church of the Highlands. He also enjoys supporting UNC sports teams, 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

HUIE

Alabama Defense Lawyers Association

American Bar Association

Birmingham Bar Association

Defense Research Institute

Edwin Horton Inn of Court at Cumberland School of Law

Lawyers for Civil Justice

01 Testified on January 27, 2026, regarding regarding proposed amendments to Federal Rule of Civil Procedure 45.

02 Recipient of the Lawyers for Civil Justice "Outstanding Contributor" Award, 2024

03 Listed by The Best Lawyers in America since 2023 for Product Liability Litigation – Defendants

04 Listed by Super Lawyers (2019 – 2024)

05 Co-Author, "Stop the Madness: Making Reasonable Amendments to Rule 30(b)(6) Once and for All", American Journal of Trial Advocacy

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

07 Panelist, "Moral Algorithms? Ethics in Autonomous Vehicles", DRI Strictly Automotive Seminar (September 2019)

08 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)

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

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

11 Panelist, "Products Liability – Where We Are And Where We Are Going" Birmingham Bar Association CLE in April 2018

12 In March 2018, recognized as AV Preeminent® attorney by Martindale-Hubbell

13 Presenter, Alabama Law Weekly "Ethical Considerations When Selecting Your Jury in Alabama" webinar

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

15 Co-author, "General Jurisdiction Challenges and

Jurisdictional Discovery Post Daimler AG v. Bauman ", For The Defense, a DRI publication, April 2017

16 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

17 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"

18 Listed by Super Lawyers (2014-2016)

19 2016 Under 40 Hot List for Benchmark Litigation

20 Speaker: Inaugural Autonomous Vehicle Safety Regulation World Congress 2016

21 Panelist: Identifying Product Liability Issues Associated with Autonomous Cars and Semi-Autonomous Cars, American Conference Institute – Automotive Product Liability Litigation Seminar, June 2016

22 Speaker: Jury Selection Strategy and Ethical Considerations in Jury Selection, National Business Institute, June 2016

23 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

24 Contributor, Product Liability Case Law Update – D.C. Circuit, Defense Research Institute, 2015

25 Co-Author, "But We All Agreed to Confidentiality? Preserving Confidentiality of a Settlement Agreement", Alabama Defense Lawyers Association Journal, 2014

26 Co-Author, "Personal Responsibility in Product Liability: Who Is Responsible for What and Why?", American Journal Of

Trial Advocacy, 2014

27 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

28 Speaker; Electronic Case Management and Discovery: New Challenges for an Ever Increasing Paperless Profession, Alabama Paralegals Association, 2007