



JoAnna M. Doherty

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RELATED SERVICES

- Commercial Litigation
- Product Liability
- Franchise
- Class Action Defense
- Construction

OFFICES

- Charleston
- New York

OVERVIEW

JoAnna Doherty is a partner in the Commercial Litigation, Franchise Law, Product Liability, Class Action, and Construction practice groups of GRSM. JoAnna is experienced in handling all stages of litigation involving contract disputes, franchise and manufacturer/dealer disputes, restrictive covenants, trademark claims, shareholder disputes, financial institution liability, product liability claims, false advertising and consumer fraud claims, breach of warranty claims, and construction defects. JoAnna also routinely defends and has prosecuted class action litigations, including nationwide and state class claims arising under consumer protection statutes and false advertising or unfair competition statutes.

JoAnna has comprehensive experience in handling all stages of litigation, having drafted pleadings, discovery documents, and all manner of motions; conducted and defended depositions; argued

motions; participated in mediations and settlement negotiations/conferences in a wide range of disputes before federal and state trial courts; and served in a support role in two trials.

REPRESENTATIVE EXPERIENCE

- Obtained an appellate class action defense ruling against a claim that consumers could not dispense the full labeled quantity of thick, viscous makeup from the pump bottles in which L'Oréal packaged multiple lines of cosmetics. The U.S. Court of Appeals for the Second Circuit ruled that plaintiffs' case violates the federal Food, Drug and Cosmetic Act ("FDCA"), which expressly preempts any state law requirements that differ from federal law. For more information, click [here](#).
- Obtained a complete class action dismissal of two-year pending case for L'Oréal against a claim of deceptively marketing a black women's hair relaxer as scalp-protecting but instead caused burns and hair loss. For more information, click [here](#).

CREDENTIALS

Admissions

- New York
- New Jersey
- U.S. District Court, District of New Jersey
- U.S. District Court, Southern and Eastern Districts of New York

Memberships

- New Jersey State Bar Association
- New York State Bar Association
- American Bar Association

Education

- J.D., Seton Hall University
 - Seton Hall Legislative Journal, member
 - Eugene Gressman Appellate Moot Court Competition, director and best brief award recipient
 - Seton Hall Center for Social Justice, Civil Litigation
- B.A., English and Psychology, University of Illinois, Champaign-Urbana

Internships

- Hon. Esther Salas, U.S.M.J., District of New Jersey
- Hon. Dennis M. Cavanaugh, U.S.D.J., District of New Jersey

Honors

- Best Lawyers in America® Ones to Watch distinction in Mass Tort Litigation / Class Action – Defendants (2025)
- *Super Lawyers*® Rising Stars distinction in the field of Business Litigation (2020-2024)*

*No aspect of this advertisement has been approved by the Supreme Court of New Jersey. The *Super Lawyers*® list is issued by Thomson Reuters. A description of the selection methodologies can be found at: http://www.superlawyers.com/about/selection_process.html/