

BRIAN MOORE

NLG NACHAWATI LAW GROUP

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Brian (B-Mo) Moore is a seasoned litigator and attorney at Nachawati Law Group based in New Mexico. As part of the firm's Public Entity Litigation division, Brian represents state and local governments in affirmative civil litigation in the areas of consumer protection, public nuisance, securities fraud, false claims and fraud against taxpayers, environmental harms, and antitrust.

Before joining Nachawati, Brian gained valuable experience both as a private and public practice litigator. Brian spent five years in private practice representing individuals in a wide range of plaintiff litigation including qui tam and whistleblower claims, insurance bad faith, civil rights, and medical malpractice. Brian then joined the New Mexico Office of the Attorney General in the Consumer and Environmental Protection Division. At the NMAG, Brian managed a broad portfolio including handling all of the office's non-Medicaid qui tam litigation. Brian also led teams of lawyers in some of the highest-profile consumer protection, antitrust, and charities enforcement litigation ever pursued by the office, against mega-corporation defendants like Johnson & Johnson, JP Morgan, Bank of America, Aramark, and Bristol-Myers Squibb. Brian also served as Special Counsel to the City of Albuquerque, representing the City in high-profile cases involving complex class action civil rights claims and providing policy analysis and counsel to the Mayor and City Council.

Brian graduated from the University of New Mexico in 2010 with an undergraduate degree in Economics and Political Science, and graduated cum laude from the UNM School of Law in 2014. While at UNMSOL, Brian earned honors in legal writing, federal jurisdiction, and conflict of laws, and was a member of the UNM National Mock Trial Team.

In his private life Brian enjoys landscape and portrait photography, skiing, and exploring the great outdoors of the American Southwest with his family.

PRACTICE AREAS:

Public Client Representation
Consumer Protection
Public Nuisance
Fraud Against Taxpayers / False Claims
Cybersecurity and Data Privacy
Antitrust

EDUCATION:

Univ. of New Mexico, B.A., 2010
Economics/Political Science
University of New Mexico School of Law,
J.D., *cum laude*, 2014

LICENSED IN:

New Mexico

ADMITTED TO PRACTICE BEFORE:

New Mexico Supreme Court
U.S. District Court of New Mexico
U.S. District Court of South Dakota

ASSOCIATIONS:

New Mexico Supreme Court Rules of Professional Conduct Committee
New Mexico ACLU Cooperating Attorney
Taxpayers Against Fraud

NOTABLE CASES

- *State Attorneys General Temu Litigation* - Currently represent the States of Arkansas and Nebraska, as well as the Commonwealth of Kentucky, in state court consumer protection litigation against Chinese e-commerce giant Temu. This litigation focuses on Temu's illegal data collection and protection practices as well as various illegal tactics Temu uses to entice buyers to order low-cost items.
- *State Attorneys General Social Media Platform Litigation* - Currently represent the States of Nevada and Mississippi, as well as the Commonwealth of Kentucky, in state court consumer protection litigation against Meta Platforms (parent company of Messenger, Instagram, and Facebook), TikTok, Snapchat, and Alphabet (parent company of Google and YouTube). This litigation focuses on the design elements of these companies' social media and messaging apps and alleges that these design elements cause harm to minor users under the age of 18.
- *State of New Mexico ex rel. Integra Rec, LLC v. Banc of America Securities LLC, et al.* – Represented the State of New Mexico to intervene in a *qui tam* action brought against nine financial institutions for making misrepresentations to the state's two public retirement funds and sovereign wealth fund about mortgage-backed securities investments leading to the 2008 financial crisis. Nine months after the state intervened and the *qui tam* seal was lifted, the case settled for more than \$30-million.
- *State of New Mexico v. Solvay America Inc., et al.* – Represented the State of New Mexico in a consumer protection action against manufacturers of pharmaceutical drugs that caused heart attack and other known cardiac complications. The case settled two days before opening statements at trial for \$24-million.
- *State of New Mexico v. Johnson & Johnson, et al.* – Represented the State of New Mexico in a consumer protection case involving Johnson & Johnson's development, marketing, and sale of talc based products containing carcinogenic asbestos. While handling the case, Brian managed a diverse team of attorneys specializing in consumer protection, complex litigation, bankruptcy, and federal appeals
- *State of New Mexico ex rel. Foy v. Vanderbilt Capital Advisors, LLC, et al.* – Represented the State of New Mexico in the longest-running *qui tam* action in state history arising from allegations of fraud and pay-to-play schemes at the state's sovereign wealth fund and two public retirement funds.

PRESENTATIONS:

- Panelist, Pacific Colloquium on Consumer Protection, Border Security, and Enforcement Against Trade and Counterfeit Goods, "The Role of Attorneys General, Courts, and Administrative Bodies in Consumer and Economic Protection," August 2024, Los Angeles, CA