



## Edwin A. Herod

Associate

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### About

Ted Herod focuses his practice on litigation, working on commercial litigation involving antitrust claims, fraud, cryptocurrency, data breaches, trademarks, consumer-protection claims, securities agreements, and commercial contracts.

Before practicing law, Ted was a business owner with over a decade of experience in business operations, B2B relationship management, persuasive writing, and a knack for solving intricate challenges for clients and turning them into opportunities. As a founding partner and creative director of Pure Motion Pictures—a video-focused advertising company specializing in the tech, finance, and healthcare industries—Ted served the needs of startups and Fortune 500s alike by nurturing client relationships, leveraging efficiencies, and consistently delivering on the clients' goals.

Ted assists clients at all stages of litigation, including pre-litigation resolution, discovery disputes, and dispositive motions, where Ted draws from his many years of experience writing for and persuading varied audiences.

Ted was a judicial intern for The Honorable Barry T. Albin in the Supreme Court of New Jersey, The Honorable Mary Gibbons Whipple in the New Jersey Superior Court, Appellate Division, and The Honorable Madeline Cox Arleo in the U.S. District Court for the District of New Jersey, and a legal intern for the United States Attorney's Office for the District of New Jersey.

### Pro Bono

Ted is active with the Firm's pro bono practice. Under a joint representation between Kelley Drye and the Center for Social Justice at Seton Hall Law, Ted argued before the Second Circuit on behalf of a client seeking to reverse a Social Security Administration disability benefit determination that wrongly denied our client benefits for over eighteen years. In a win for the client, the Second Circuit vacated and remanded the case.

### Related Services

Antitrust  
Artificial Intelligence  
Consumer Class Action Defense  
Commercial Litigation

Litigation  
Trademark and Copyright Litigation  
Trade Secrets and Restrictive Covenants

## **Education**

Seton Hall University School of Law, J.D., 2022

- summa cum laude
- Order of the Coif, Seton Hall Law Review, senior editor

Kenyon College, B.A., 2011

- English Language and Literature

## **Admissions**

New York, 2023

New Jersey, 2023

## **Courts**

U.S. Court of Appeals-Second Circuit

U.S. District Court-Southern District of New York

U.S. District Court-Eastern District of New York

U.S. District Court-District of New Jersey