

Jordan L. Lurie

Partners

Los Angeles | Consumer Litigation

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Jordan L. Lurie joined the firm as a Partner in the Los Angeles office in 2018. He leads Pomerantz's Strategic Consumer Litigation practice. Jordan is a veteran litigator with over 25 years of class action experience. Jordan litigates shareholder class and derivative actions, complex corporate securities and consumer litigation, and a wide range of fraud and misrepresentation cases brought under state and federal consumer protection statutes.

Jordan has successfully argued cases in both the California Court of Appeals and the Ninth Circuit, leading to published opinions that have established class members' rights to intervene and clarified the standing requirements for an objector to appeal. He has also established a Ninth Circuit precedent for recovering attorneys' fees in a catalyst fee action. Jordan takes an active role in all aspects of his litigations, including case analysis and strategy, factual investigation, drafting of pleadings and briefs, oral arguments, witness preparation, management of experts and consultants, and settlement negotiations. Jordan also has tried a federal class action to verdict.

As a respected legal authority, Jordan has been a featured speaker at California Mandatory Continuing Legal Education seminars and is trained as an ombudsman and mediator.

Beyond his legal career, Jordan is an active educator and community leader, holding executive roles in various Los Angeles organizations. He participated in the inaugural Wexner Heritage Foundation leadership program in Los Angeles and was part of the first national cohort of the Board Member Institute for

EDUCATION

- University of Southern California Law Center
 - Juris Doctor
 - Notes Editor of the University of Southern California Law Review
- Yale University
 - Bachelor's of Arts, Political Science, cum laude

Jewish Nonprofits at the Kellogg School of Management.

Before joining Pomerantz, Jordan served as the Managing Partner of the Los Angeles office of Weiss & Lurie and was a Senior Litigator at Capstone Law APC.

Notable Cases

Among his notable representations in consumer actions, Jordan has served as Lead Counsel in the prosecution and successful resolution of major nationwide class actions against Nissan, Ford, FCA, BMW, Toyota, Chrysler, and General Motors. Jordan also has pioneered litigations in California arising out of car manufacturers' failure to comply with the requirements of the California Emissions Warranty. He also successfully preserved a multi-million dollar nationwide automotive class action settlement by convincing the then Chief Judge of the Ninth Circuit and his wife, who were also class members and had filed objections to the settlement, to withdraw their objections and endorse the settlement.

Over his career, Mr. Lurie also has obtained settlements in excess of \$100 million in securities actions where he was lead or co-lead counsel. Notable cases where Jordan served as lead counsel include: *In re: Apria Healthcare Group Secs. Litig.* (settled on behalf of investors for \$42 million) and *Morganstein v. Aura Systems* (settled on behalf of investors for \$18 million).

Publications

- “Pleading Alternative Consumer Remedies in The Ninth Circuit
,” *The Pomerantz Monitor*, Vol 17 Issue 5, September/October
2020
- “Pomerantz Strategic Consumer Practice Targets The Auto
Industry,” *The Pomerantz Monitor*, Vol 16 Issue 6,
November/December 2019

Accolades

- *Super Lawyers*® Top-rated Class Action & Mass Torts attorney in Los Angeles, California (2012 – 2017, 2021, 2024-2025)
- *Lawdragon* 500 Leading Plaintiff Financial Lawyers (2026)