

Matthew S. Knoop

SHAREHOLDER

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Matt Knoop focuses on achieving the most effective and efficient result for his clients. A “superb litigator who is able to discern exactly what to do next and identify and take advantage of the weaknesses of the opposition,” Matt has considerable experience representing payment card processors, banks and telecommunications companies in a variety of litigation matters, businesses and executives in merger-and-acquisition and other corporate disputes, and product manufacturers, suppliers, and service providers in catastrophic injury, wrongful death, and breach-of-warranty litigation in the automotive, aviation and commercial and consumer products industries. Matt also regularly represents clients in real estate and intellectual property disputes.

Matt’s focus outside the area of law further demonstrates his diverse interests. He moved to Atlanta to teach English to refugees and other displaced individuals. Over several years, he taught English to more than 1,000 students from over 70 countries. He speaks proficient Spanish and travels to Colombia often.

Matt also served for five years on the Board of Directors of The Museum School of Avondale Estates, one of the highest-performing public schools in the State of Georgia, and Matt currently serves on the Board of Directors of the DeKalb Volunteer Lawyers Foundation, a non-profit organization dedicated to providing legal assistance to victims of domestic violence.

Education

- Georgia State University College of Law (J.D., *magna cum laude*, 2004)
 - Georgia State University Law Review, Lead Articles Co-Editor
- Centre College (B.A., 1998)

Bar Admissions

- Georgia, 2004

Court Admissions

- U.S. District Court, Northern District of Georgia

Capabilities

- Commercial Litigation
- Litigation
- Mergers & Acquisitions Litigation

- U.S. District Court, Middle District of Georgia
- U.S. Court of Appeals, Eleventh Circuit

Memberships

- *Law360* Litigation Editorial Board, 2026
- State Bar of Georgia
- American Bar Association

Recognition

- Selected for inclusion in *Best Lawyers in America*® for Commercial Litigation, 2022-2026
- Ranked in *Chambers USA: America's Leading Lawyers for Business*, Litigation: General Commercial (Georgia), 2014-2016
- Selected for inclusion in *Georgia Super Lawyers*
 - *Rising Stars*, 2014
 - *Top Rated - Business Litigation*, 2017
- *Georgia Trend's* 2014 Legal Elite

Matters

- Successfully represented payment card processor in action for breach of oral contract and negligent misrepresentation in a case involving merchant chargebacks incurred due to the fraudulent use of credit cards accepted over the phone.
- Successfully represented a payment card processor challenging the state of Washington's application of Business and Occupation (B&O) tax to taxing processors for amounts related to the interchange fee portion of the full merchant discount which was listed as an estimated \$400 million receivable for past years' taxes alone.
- Obtained summary judgment on behalf of payment card processor on breach-of-contract claims.
- Obtained dismissal and/or summary judgment in multiple actions alleging breaches of merchant processing agreements against processors and banking institution clients.
- Successfully defended against class action involving an alleged violation of the California Information Privacy Act ("CIPA") involving potential statutory damages exceeding over a billion dollars.
- Successfully defended multi-million dollar Telephone Consumer Protection Act ("TCPA") claims.
- Successfully defended against multi-million dollar claims of direct liability through interpleader process.
- Obtained summary judgment against multi-million-dollar breach-of-contract claims by a former contractor on the morning of the first day of trial.
- Obtained dismissal of multi-million dollar counterclaim at oral argument.
- Obtained dismissal with prejudice of several alleged breach-of-contract actions owing to the plaintiffs' discovery misconduct.
- Successfully prosecuted claims of breach-of-contract and fraud in favor of purchasers of real property.
- Successfully prosecuted numerous breach-of-contract claims against defaulting purchasers of commercial equipment.
- Managed worldwide essential service litigation plan to ensure continued client operations at the outset of the COVID-19 pandemic.

- Managed nationwide subpoena response program for payment processors and banking institution clients.
- Managed litigation team responding to breach-of-warranty claims against automobile manufacturers. Integral member of trial teams for multiple catastrophic-injury product liability actions.
- Successfully defended attorneys and law firms in legal malpractice litigation.