



Shayshari Potter

ASSOCIATE

Shay is a litigator and trusted advisor whose practice focuses on representing clients with complex business disputes, and labor & employment matters.



Industries

Consumer Products
— PFAS Law
— Prop 65 Counseling & Litigation
Fashion & Retail Law
— Advertising, Data Collection & Privacy
— Class Action Defense
— Labor & Employment
Transportation & Mobility
— Automotive
— Managing Automotive Regulatory Compliance
Private Companies

Practices

Complex Litigation
Labor, Employment & OSHA
Trade Secrets, Noncompetes & Employee Mobility

Education

University of North Carolina School of Law, JD
Florida State University, BS

Offices

New York

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As a talented and creative litigator, Shay represents diverse clients in high-stakes business disputes involving breach of contract, corporate governance, false advertising, and various employment matters.

Shay provides thought-out advice and counseling on employment law issues, including wage and hour compliance, navigating leaves of absence, and employee separations.

Shay is also an experienced advisor and litigator in the automotive industry. She regularly helps automotive dealerships navigate OEM disputes including audits, allocation of vehicles, relocations, and incentives.

Client Work

Automotive

— Successfully represented an automotive dealership in federal court, defeating RICO allegations after a three-week jury trial.

Fashion & Retail Law

— Prevailed on a motion to dismiss state wiretapping claims targeting retailer's website, with the court granting dismissal in full.

Consumer Products

— Secured a favorable arbitration award for a health and wellness company in a breach of contract dispute.

Professional Activities

Shay is a member of the American Bar Association, New York City Bar Association, and the National Association of Dealer Counsel.

Life Beyond the Law

Shay competes in intramural Softball where she leads the team in base hits. Shay is also an avid rock climber and comedy show enthusiast.

Bar Admissions

[New York](#)

[Florida](#)

Court Admissions

[US District Court, Southern District of New York](#)

[US District Court, Northern District of New York](#)

[US District Court, Eastern District of New York](#)

[US District Court, Southern District of Florida](#)