

# Helping Clients Navigate

The Fine Line Between Success and Failure

## COMPLEX COMMERCIAL & BUSINESS LITIGATION OVERVIEW

The complex commercial and business litigation team at Bush Seyferth PLLC (BSP Law) understands that no two business disputes are the same. We work with our clients to set in motion carefully tailored strategies aimed at meeting the specific needs of each case. Meanwhile, we also work to manage the process of litigation so as to reduce the cost, uncertainty, and distraction it causes, and help our clients make better-informed decisions along the way. At the end of the day, business disputes are business problems; and we deliver solutions, not just fights.

Our team is experienced in handling a wide variety of business disputes, in forums ranging from federal and state courts nationwide to public and private arbitration. We routinely represent clients in matters involving the following:

- Automotive Supply-chain Litigation
- Business Torts / Fraud
- Automotive Dealership Litigation
- Insurance Coverage
- Contracts / UCC
- Broker-Dealer Issues
- Construction and Leasing
- Unfair Competition / Trade Secrets
- Mergers and Acquisitions
- Intellectual Property
- Consumer Protection / Warranty
- Employee Mobility
- Corporate Governance / Fiduciary Duty

## COMPLEX COMMERCIAL & BUSINESS LITIGATION CORE TEAM



**Roger P. Meyers**  
University of Michigan Law School  
*Clerkship:* U.S. Court of Appeals for the Sixth Circuit  
Ranked in Chambers USA Guide, Litigation: General Commercial (Michigan) Band 3 (2023 – 2024); Named Benchmark Litigation Future Star (2024)



**Moheeb H. Murray**  
University of Michigan Law School  
Ranked in Chambers USA Guide, Insurance (Michigan) Band 1 (2024); Named Michigan Lawyers Weekly Go-To Lawyer for Business Law (2023)



**Justin B. Weiner**  
The University of Chicago, The Law School  
*Clerkships:* U.S. Court of Appeals for the Seventh Circuit & U.S. District Court for the Northern District of Illinois  
Recognized on Benchmark Litigation, 40 & Under Hot List



**William E. McDonald, III**  
The Ohio State University Law School  
Bill has experience working in-house at two Fortune 500 companies; Recognized as a Michigan Lawyers Weekly, Leader in the Law (2022)



**Mahde Y. Abdallah**  
Wayne State University Law School  
Inclusion in The Best Lawyers in America: Litigation – Insurance (2025)



**Lena M. Gonzalez**  
Wayne State University Law School  
Named Chambers USA, Diversity & Inclusion: Future Leader Shortlist (2023); Treasurer of the Hispanic Bar Association of Michigan



**WINNER**

Michigan Firm of the Year

Bush Seyferth

Chambers  
TOP RANKED

USA

2025

Bush Seyferth PLLC

Chambers  
TOP RANKED

USA

2024

Bush Seyferth PLLC

THE TRIAL  
Network

**bsp**  
LAW

# COMPLEX COMMERCIAL & BUSINESS LITIGATION

## REPRESENTATIVE CLIENTS

- 123.Net
- Accenture
- Dialog Direct
- Detroit Medical Center / Tenet Health
- Edward D. Jones & Co, LP
- FordDirect
- Ford Motor Company
- Ford Motor Credit Company
- General Motors LLC
- LenderLive
- Nissan North America
- PulteGroup
- Roush Industries
- U-Haul International
- United Wholesale Mortgage

## SELECTED CASE STUDIES

- **Automotive Supply Chain:** Represented OEMs in numerous negotiations, litigated matters, and mediations involving suppliers' threatened or actual shutdowns of OEM production lines in response to disputes over price-increase requests or other contract claims.
- **Recall/Warranty Cost Recovery and Indemnity:** Successfully represented automobile OEMs in negotiations and litigation in numerous matters to recover multimillions of dollars for recall and warranty costs or indemnity due to supplier delivery of nonconforming goods that resulted in claims against the OEM.
- **Automotive Finance:** Obtained complete defense trial verdict for automotive finance company to conclude multi-year litigation involving, among other things, allegations that the finance company overcharged borrowers.
- **Insurance Coverage:** Represented OEM in suit against insurer asserting contractual and statutory claims. BSP developed a complex legal theory that survived an aggressive motion to dismiss, which enabled the OEM to settle the matter favorably for an 8-figure recovery.
- **M&A / Intellectual Property:** Represented a prosthetics and medical equipment company in a multi-million dollar trademark and post-closing adjustment action arising out of the divestiture of a line of business. Our measured approach to discovery and early mediation resulted in a favorable settlement that minimized overall litigation expenses.
- **Contract / Kickbacks:** Represented an engineering firm in a seven-figure contract dispute brought by a vendor alleging unjustified non-payment. We asserted numerous counterclaims and third-party claims, and eventually established that payment had been withheld to offset an extended scheme of overcharges and kickbacks by the vendor. The net result after settlement was an overall recovery in favor of our client, the defendant.
- **Corporate Governance / Embezzlement:** Represented the CEO of a health-services company as plaintiff in a federal lawsuit for fraud, embezzlement, and breach of fiduciary duty. Through an aggressive non-party discovery strategy, we uncovered extensive evidence to support the claims and were able to achieve a \$2 million settlement.
- **Contract / Business Torts:** In a complex dispute among owners of a reinsurance brokerage involving millions of dollars and numerous claims, including misappropriation of trade secrets, breach of contract, unfair trade practices, shareholder oppression, fraud, and business defamation, we successfully negotiated an early, creative resolution over a multi-day mediation that allowed the client to avoid extensive litigation costs and maintain a thriving business.
- **Facility Engineering-Design and Construction Defects:** Represented OEM in connection with claim against engineering company for faulty design and construction of portion of test-track facility. Obtained favorable settlement following in-depth presuit of construction design and contact documents.

## COMPLEX COMMERCIAL & BUSINESS LITIGATION REPRESENTATIVE EXPERIENCE AND RESULTS

- Obtained rescission of a multi-million-dollar option agreement based on misrepresentation of the purchaser.
- Counsel for private acquirer of a multi-state fast food franchisor in the defense of a \$3.5 million action involving contractual and business tort claims.
- Trial and appellate counsel for a high-tech manufacturing portfolio company in a \$4 million royalty dispute involving extensive electronic discovery issues and an accounting before a special master.
- Lead counsel for a mining company in \$25 million breach of lease action involving complex hydrogeology and geology issues.
- Counsel for major physician group in tortious-interference action involving complex peer review and HIPAA issues.
- Secured injunctive relief to enjoin the use of trade secrets and to enforce the terms of the restrictive covenants in employment agreements.
- Represented a Fortune 100 petroleum company against shareholder claims for declaratory and injunctive relief.
- Lead counsel for defendant racing corporation in shareholder action for oppression, breach of fiduciary duty, and books and records.
- Lead counsel for a major HMO in a series of contractual disputes with several physician groups.
- Represented a major marketing and business-services company in employee mobility, confidentiality, and trade-secret misappropriation action against former executive team.
- Obtained favorable settlement after extensive forensic discovery on behalf of broker-dealer accused of raiding employees from competing firm.