

Dana G. Bradford, II

Partner | Jacksonville

Dana G. Bradford, II is Partner in the Litigation Practice of Smith, Gambrell & Russell, LLP.

For more than four decades, Mr. Bradford has devoted his practice exclusively to civil litigation. He has handled and taken to trial a wide variety of cases in both state and federal courts, and handled appeals in all of Florida's five appellate District Courts, the Florida Supreme Court, the 5th and 11th U.S. Circuit Courts of Appeals and the U.S. Supreme Court. Mr. Bradford is currently a member of the practicing bar of all Federal District Courts in Florida, the U.S. Court of Appeals for the Eleventh Circuit and the U.S. Supreme Court. For more than thirty years, the Florida Bar Board of Legal Specialization has recognized Mr. Bradford as a Board Certified Civil Trial Lawyer.

Mr. Bradford's practice is primarily devoted to representation of institutional clients in commercial litigation matters, (including class actions), representation of insurance carriers in litigation relating to coverage disputes and first-party and third-party bad faith claims, and in the defense of both self-insured and insured clients in the defense of personal injury and wrongful death claims, with emphasis on products liability. A partial list of products cases in which Mr. Bradford has been involved would include motor vehicles (including buses and recreational vehicles) and component parts; toxic substances (asbestos, tobacco, benzene and other petrochemicals, PCBs); boats and other water sports products; construction equipment and vehicles, products and building defects; consumer products and appliances (indoor and outdoor); fuel distribution and storage products (fires and explosions); electrical equipment; industrial machinery and tools; ladders and scaffolding; pharmaceuticals; aviation products and components.

Mr. Bradford is a Fellow of the American College of Trial Lawyers. He is listed in *Best Lawyers in America*® and was named by Best Lawyers as "2019 Lawyer of the Year" in his practice area of insurance defense, and as "2020 Lawyer of the Year" in his practice area of products liability defense. He is also a long-time member of the Jacksonville Chapter of the American Board of Trial Advocates (ABOTA), and has,



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Areas of Practice

Litigation/Trial Practice

Insurance Law

Class Action Litigation

Products Liability Defense

Appellate Practice

Bar Admissions

Florida

Memberships

The Florida Bar

American Bar Association

American Board of Trial

Advocates

Order of Barristers, Duke

University School of Law

on several occasions, served as a demonstration trial team and faculty member of ABOTA's "Masters in Trial" educational programs. He has also lectured at the Florida College of Advanced Judicial Studies (the continuing education agency for Florida's trial judges), and has spoken on many occasions to legal and non-legal organizations on a variety of legal subjects, and has authored articles and contributions to journals, treatises, and continuing legal education materials. Mr. Bradford has been listed "AV" by Martindale-Hubbell since 1982, has been recognized as a Florida "Super Lawyer" in each of the fourteen years (2006-2019) since the publication of Florida Super Lawyers began, has been recognized in a number of other publications, including the directory of Florida's Leading Attorneys, Jacksonville's Legal Elite, and the Lifetime Achievement Award from America's Top 100 Attorneys (Florida). He has also had a biography listing in Who's Who in America and Who's Who in American Law for many years.

Mr. Bradford has served by appointment from the Florida Supreme Court for five years on the Florida Board of Bar Examiners (including a term as Chairman), and the Florida Supreme Court Select Commission for Study of the Florida Board of Bar Examiners. In 1996, he was selected by the Florida Supreme Court from a large number of applicants statewide to serve on the founding Board of the permanent Florida Supreme Court Commission on Professionalism. Mr. Bradford has also served The Florida Bar in a number of appointed and elective capacities.

Mr. Bradford is a member of the American Bar Association, the Jacksonville Bar Association (Past Chairman, Trial Sections), the Jacksonville Chapter of the Federal Bar Association, the Trial Lawyers Section of the Florida Bar and is a fellow of the American Bar Foundation. He is an Emeritus Master in the Chester Bedell Inn of Court, and a past President of the Jacksonville Association of Defense Counsel.

Mr. Bradford earned his B.A. degree in 1970 from the University of Florida and his J.D. degree in 1973 from Duke University. He was admitted to The Florida Bar in 1973.

Mr. Bradford is an alumnus of Leadership Jacksonville (Class of 1982), and has been active in a variety of community affairs in Jacksonville throughout his career. He currently serves (and has for the last 18 years) on the Board of Governors of the Boys and Girls Clubs of Northeast Florida.

Recognitions

Fellow, American College
of Trial Lawyers
Florida Super Lawyers (2006-
2017)
Martindale-Hubbell AV Rated
Attorney
Best Lawyers in America®,
Lawyer of the Year, Insurance
Defense (2019)
Lawyer of the Year, Product
Liability Litigation – Defendants
(2020)