



Desiree F. Moore

Partner

Chicago Doha
+1.312.781.6028

desiree.moore@klgates.com

OVERVIEW

Desiree F. Moore is a litigation partner and founding member and co-lead of the firm's Digital Crisis Planning & Response (DCPR) client solution. She counsels corporations, educational institutions, non-profit organizations, sports leagues, and high-profile individuals in proactively planning for and effectively managing crises of varying magnitudes, including data breach, online defamation, harassment, and impersonation, university and other education scandals, celebrity disgrace events, key person transitions and investigations, leaked confidential and proprietary information, and more. Her work balances the considerations of a public-facing crisis with smart and prudent legal action. Desiree has been quoted in the New York Times, Wall Street Journal, Washington Post, and more on behalf of clients who are navigating high-pressure situations.

Desiree also regularly helps clients proactively identify and manage the risks associated with social media use. She counsels individuals and corporations alike on social media best practices, how to effectively implement regulations for social media use in and outside of the workplace, and how to implement disciplinary measures for unlawful social media use.

As a trial attorney, Desiree has successfully litigated in state and federal court and has managed high-level disputes in sectors such as cryptocurrency, social media, intellectual property, entertainment, product liability, labor and employment, and class action defense at the trial and appellate court level. As a co-resident of the firm's Doha, Qatar office, she also has extensive experience in domestic and international arbitration.

Desiree is also the firm's director of professional development, where she oversees the implementation of innovative training and other programming for attorneys and staff globally, including programs that have gained national attention such as the Mini-MBA, Pitch Perfect, Ted-style Talks, and more. Desiree is actively involved in the firmwide Women in the Profession group and spearheads the Women's Mastermind program, which supports the business development goals of women associates and partners.

ACHIEVEMENTS

- *Chicago Law Bulletin's* "Top 50 Women in Law" in 2021
- *Chicago Law Bulletin's* "40 under 40" in 2020

- Loyola University Chicago School of Law's St. Robert Bellarmine Award Recipient in 2020 (to honor alumni who have been in practice for 15 years or less and who have distinguished themselves by their contributions to the profession and to the School of Law)
- Named Law360 "Legal Lion" in 2019 after Illinois consumers agreed to drop a proposed class action and later retracted their claims that the maker of the wildly popular LaCroix sparkling water wrongly advertised its drinks as "100% Natural."
- Author of the book "Thrive – A New Lawyer's Guide to Law Firm Practice" (ABA 2012)

PROFESSIONAL / CIVIC ACTIVITIES

- Board of Directors for Ingenuity (present)
- Board of Governors for Loyola University Chicago School of Law (present)
- USA Gymnastics Ethics and Grievance Committee (present)
- American Bar Association Middle East North Africa Rule of Law Initiative (Council Member, 2017-2019)
- Global Fine Art Awards (Executive Committee and Board Member, 2017-2018)
- Chicago Bar Association (Judicial Evaluation Committee Member, 2012)
- Reach Out & Read Illinois (Junior Board Member, 2012-2013)

SPEAKING ENGAGEMENTS

- Speaker, "Effective Data Breach Response: Practical Tips and Strategies Explored," Knowledge Webcasts, 21 June 2021
- Speaker, "Crisis Management in the Digital Age for PACA," Pennsylvania Aggregates and Concrete Association (PACA), 22 April 2021
- "CLE Webinar - Crisis Management in the Digital Age," presented by the Association of Corporate Counsel, 9 March 2021
- Speaker, "Two Kinds of Companies: How Data Breach Impacts Us All," 13 August 2020
- "Leading Globally: New Paradigms for Navigating Successfully in Today's World," International Executive Resources Group, 23 January 2019
- "General Counsel University - Sexual Harassment and Social Media in the Workplace," presented at K&L Gates Pittsburgh, 22 May 2018
- "Where Did We Come From and Where Are We Going: Provenance and Purchase in the Blockchain Age" - a live program hosted by K&L Gates and GFAA, March 2018

- “General Counsel University - Like This - How to Assess and Manage your Social Media Risk,” presented at K&L Gates Chicago, 25 October 2017
- “Linking In - How to Enhance Your Legal Marketing, Trial, and Other Practitioner Skills Through Social Media,” presented at the National Association of Women Lawyers Annual Conference, 14 July 2016
- “Handling Unlawful Content on Social Media Sites,” presented via K&L Gates webinar, 25 March 2015
- Legal Writing, Arbitration, and Trial Work, Guest Lecturer - Qatar University - 2015
- “The Essential Guide to Successful In-House Lawyering,” presented at K&L Gates Chicago, 4 February 2014
- Television interview advising summer associates about best practices in a law firm environment, presented to Bloomberg Law
- “Speaking to Generation Next,” presented at National Association for Law Placement 2013 Annual Education Conference, 26 April 2013
- “Key Communication Skills for Young Lawyers,” presented at Ms. JD Annual Conference, 6 October 2013

EDUCATION

- J.D., Loyola University Chicago School of Law, 2005 (*Executive Conference Editor, Loyola Law Journal.; President, Student Bar Association*)
- B.A., University of California, San Diego, 2002 (*magna cum laude*)

ADMISSIONS

- Bar of Illinois
- United States Court of Appeals for the District of Columbia Circuit
- United States District Court for the Northern District of Illinois

LANGUAGES

- Italian
- Spanish

THOUGHT LEADERSHIP POWERED BY HUB

- 16 September 2021, Digital Crisis PR: Part 2 - Key Legal Tactics Deployed in Crisis Communications (*Podcast*)
- 16 September 2021, Digital Crisis PR: Part 2 - Key Legal Tactics Deployed in Crisis Communications (*Video*)

- 14 July 2021, Not "If" But "When"—The Ever Increasing Threat of a Data Breach in 2021 (*Alerts/Updates*)
- 24 June 2021, Digital Crisis PR: Desiree Moore and Andy Wright on Crisis Management (*Podcast*)
- 24 June 2021, Desiree Moore and Andy Wright on Crisis Management: Congressional Investigations (*Video*)
- 22 June 2021, There's No Place Like Home: Ethical Considerations for Lawyers Continuing to Work Remotely and Use Social Media (*Alerts/Updates*)
- 17 November 2020, Health Care Cybersecurity Attacks - Practical Steps and Legal Considerations to Prepare for, Respond to, and Minimize Risk (*Webinar*)
- 10 November 2020, Bot or Not? Authenticating Social Media Evidence at Trial in the Age of Internet Fakeness (*Alerts/Updates*)
- 19 June 2020, COVID-19: K&L Gates Working Wise: Managing the Workplace when Employees Must Remain at Work With Increased Hours and/or Overnight (*Podcast*)
- March 2020, COVID-19: Crisis Mode: Planning for and Managing a COVID-19 Crisis in the Digital Age (*Webinar*)
- 13 February 2020, Like a Hawk – The Seventh Circuit is Watching its Appellants and Weighing in on Best Practices on Appeal (*Alerts/Updates*)
- 10 February 2020, No Snap Decisions Here: Federal District Courts Remain Divided Over Pre-Service “Snap Removal” Even as Appellate Courts Endorse the Practice (*Alerts/Updates*)
- 20 November 2019, In the Weeds: Hemp Industry Voicing Concerns Regarding USDA Interim Hemp Rules (*Alerts/Updates*)
- 5 November 2019, In the Weeds: Hemp Progress Shown With New USDA Interim Rule (*Alerts/Updates*)
- 3 October 2019, 5 Communication Tips to Counteract a Digital Crisis (*Video*)
- 2 October 2019, Digital Crisis PR: 5 Communication Tips to Counteract a Digital Crisis (*Podcast*)
- 11 September 2019, Digital Crisis PR: 5 Key Steps in the Face of a Digital Crisis (*Podcast*)
- 11 September 2019, 5 Key Steps in the Face of a Digital Crisis (*Video*)
- 19 August 2019, In the Weeds: Eight Considerations for Retailers that Wish to Sell CBD Products (*Alerts/Updates*)
- 6 August 2019, Digital Crisis PR: Handling Imposters Online (*Podcast*)
- 06 August 2019, Handling Imposters Online (*Video*)
- 27 June 2019, Digital Crisis PR: Key Components of Corporate Social Media Policies and Procedures (*Podcast*)
- 27 June 2019, Key Components of Corporate Social Media Policies and Procedures (*Video*)

- 28 May 2019, Digital Crisis PR: Best Practices for Corporate Social Media Use (*Podcast*)
- 28 May 2019, Best Practices for Corporate Social Media Use (*Video*)
- 30 April 2019, Digital Crisis PR: London Calling: Digital Crises in the UK (*Podcast*)
- 26 March 2019, Digital Crisis PR: Dealing with Negative Online Reviews (*Podcast*)
- 26 March 2019, How to Deal with Negative Online Reviews (*Video*)
- 1 March 2019, Stopping Traffick: How to Plan for a Digital Crisis Before it Strikes (*Podcast*)
- 19 February 2019, Digital Crisis PR: Removal of Unlawful Content from Digital Platforms (*Podcast*)
- 19 February 2019, Removal of Unlawful Content from Digital Platforms (*Video*)
- 5 February 2019, Digital Crisis PR: Taking the Stress Out of Distressed Companies (*Podcast*)
- 8 January 2019, Digital Crisis PR: Top Five Digital Precautions for Universities (*Podcast*)
- 08 January 2019, Top Five Digital Precautions for Universities (*Video*)
- 2 January 2019, Digital Crisis PR: What Is a Digital Crisis and Are You Prepared? (*Podcast*)
- December 2018, What Is a Digital Crisis and Are You Prepared? (*Webinar*)
- 15 November 2018, Digital Crisis PR: Top Five Items to Include in a Digital Crisis Plan (*Podcast*)
- 15 November 2018, An Introduction to Digital Crisis Planning & Response (*Video*)
- 15 November 2018, Top Five Items to Include in a Digital Crisis Plan (*Video*)
- 27 September 2018, Cyber Harassment Investigations for University Administrators (*Webinar*)
- 13 September 2018, Stopping Traffick: Actions Before the U.S. International Trade Commission to Stop Unfair and Unethically-Sourced Competition (*Podcast*)
- 21 June 2018, Do Not Cut and Paste - Why Your Company Needs Tailored Social Media Policies and Procedures (*Alerts/Updates*)
- May 2018, GC University - Session Two - Sexual Harassment and Social Media in the Workplace (*Webinar*)
- 16 April 2018, New Is Not Always Better - The Importance of Preserving Arguments for Appeal (*Alerts/Updates*)
- 08 March 2018, Global Voice | Conversations on Art (*Video*)
- January 2018, A GC's Primer on Privacy and Cybersecurity (*Webinar*)
- 5 April 2017, Stop Spreading the News: A Five-Step Guide to Handling Unlawful Content Posted on Social Media & Other Public Platforms (*Articles*)

- 28 November 2016, The Re-emergence of Art Market Tax Investigations and the Domestic Freeport as a Tax Safe Haven (*Alerts/Updates*)
- April 2015, Taking Art Disputes Out of the Courtroom - The Potential Benefits of Arbitration (*Articles*)
- April 2015, Arbitration World (*Alerts/Updates*)

OTHER PUBLICATIONS

Desiree regularly writes and lectures on various legal topics including social media and the law and the intersection of art and law. She also lectures and writes on practitioner topics, including professionalism, new lawyer training, and entrepreneurship. She has contributed to K&L Gates' Arbitration World publication and is a contributor to Law360, Above the Law, The Girl's Guide to Law School, the Lexis Nexis Hub for New Lawyers, and other publications directed to the legal community.

- How To Authenticate Social Media Evidence In Court, *Law360*, 28 June 2019
- "Disciplining Employees for Social Media Use," *Wolters Kluwer*, December 2018
- Child Labor Related Uses of Section 337, *Federal Circuit Bar Journal*, Vol. 27, No. 4, October 2018
- "The Reinvention Of Art Auctions In The Age Of Blockchain," *Law360*, 3 July 2018
- "High Court Answers Appeal Question For Consolidated Cases," *Law360*, 18 June 2018

NEWS & EVENTS

- 30 March 2021, Global Sports Law Symposium (*Event*)
- 23 February 2021, Bot or Not? Authenticating Social Media Evidence at Trial in the Age of Internet Fakery (*Event*)
- 2 November 2020, Numerous K&L Gates Diverse and Women Lawyers Recognized for Leadership and Legal Accomplishments (*Press Release, Rankings & Recognitions*)
- August 2020, K&L Gates Lawyers Provide Insights on Impact of COVID-19 Across Various Industries (*Media Mention*)
- 10 February 2020, K&L Gates Adds Mini-MBA Program as Latest Offering in Firm's Distinctive Professional Development Series (*Press Release*)
- 17 February 2016, K&L Gates Names 50 New Partners (*Press Release*)

MEDIA MENTIONS

- Mentioned, "ILTACON Day 3 – It's All About Moral Support," *ArtificialLawyer.com*, 25 August 2021

AREAS OF FOCUS

- Complex Commercial Litigation and Disputes
- Appellate Litigation
- Data Protection, Privacy, and Security
- Employment Disputes and Investigations
- Human Resource Advice and Compliance
- International Arbitration
- IP Litigation
- Product Liability
- Workplace Safety

INDUSTRIES

- Cybersecurity and Privacy
- Technology

EMERGING ISSUES

- Digital Crisis Planning & Response
- Social Media Law

REPRESENTATIVE EXPERIENCE