



Jesse Alison

Partner

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PRACTICE EXPERIENCE

Jesse Alison is an accomplished legal professional specializing in providing comprehensive representation to motor carriers and logistics companies, through the intricacies of their transactional matters. His comprehensive understanding of transportation law is evidenced by a diverse portfolio of services provided to clients: With a focus on ensuring regulatory compliance and optimizing operational efficiency, Jesse's expertise encompasses various facets of corporate law and risk management within the transportation industry.

In his practice, Jesse advises transportation companies on structuring their entities to maximize asset protection and regulatory adherence. He offers strategic counsel on corporate governance, assisting clients in implementing robust frameworks to mitigate legal risks associated with their operations. A skilled negotiator, Jesse navigates managed service arrangements, including 3PL and 4PL agreements, to streamline logistics operations and foster productive partnerships. He oversees mergers and acquisitions within the transportation sector, conducting meticulous due diligence to assess operational and liability exposures comprehensively.

Jesse's role extends to handling commercial transactions, such as asset purchase and lease agreements tailored to transportation operations. He negotiates customer and vendor contracts, including technology agreements, to facilitate seamless business relationships and enhance operational efficiency.

With a keen understanding of regulatory frameworks, Jesse advises on compliance matters under agencies such as the FMCSA, EEOC, and DOL, ensuring that transportation companies adhere to relevant laws and regulations. He provides expert guidance on risk management strategies, addressing issues ranging from employee misclassification to indemnity obligations, to safeguard clients against legal liabilities effectively. Jesse is also adept at advising on owner-operator arrangements, tailoring agreements to meet the unique needs of transportation businesses. Furthermore, he assists clients in navigating insurance requirements and efficiently handling cargo claims to minimize financial exposure.

In addition to his legal practice, Jesse actively contributes to the legal community through publications, presentations, and webinars. He is affiliated with esteemed organizations such as the Transportation Lawyers Association (TLA), American Trucking Associations (ATA), Conference of Freight Counsel (CFC), and Georgia Motor Trucking Association (GMTA), reflecting his commitment to advancing the interests of the transportation industry.

BAR ADMISSIONS

- Washington
- Georgia

EDUCATION

- University of Oregon School of Law, Eugene, OR
Juris Doctor
- Harvard Divinity School, Cambridge, MA
Master of Theological Studies:
- Brigham Young University, Provo, UT
Bachelor of Arts: English

AFFILIATIONS

- Transportation Lawyers Association (TLA)
- American Trucking Associations (ATA)
- Conference of Freight Counsel (CFC)
- Georgia Motor Trucking Association (GMTA)

PUBLICATIONS

- “How Parties’ Intentions Affect Contract Processes in Paper, Electronic and Smart Contracts,” February 2019
- “Arbitration Out of Reach in Transportation Workers’ ‘Employment Contracts’ Disputes,” February 2019
- “Where is Your Company’s Data?” July 2018
- “Selling or Buying a Trucking Company? Learn What is Under the Hood,” March 2018

PRESENTATIONS

- Georgia Motor Trucking Association (GMTA), “Cyber Security,” Atlanta, GA, August 2019
- National Tank Truck Carriers (NTTC), “Technology Contracts: What to Know Before You Sign” Nashville, TN, November 2018
- American Trucking Associations (ATA), “Critical Provisions in Technology Contracts - From Licensing Agreements to SaaS and Beyond” Santa Ana Pueblo, NM, July 2018
- Marsh Risk Consulting - Fleet Safety Seminar, “Legal Implications of a Comprehensive Fleet Safety and Compliance Program,” Atlanta, GA, February 2018
- SMC3, “Licensing Terms and Other Important Contractual Issues for Customized Application Technology and Beyond,” Atlanta, GA, January 2018
- Transportation Lawyers Association (TLA), “Specialized Motor Carriers” Santa Fe, New Mexico, April 2017

WEBINARS

- “Technology Agreements and Data Management Best Practices,” March 2019
- “Shipper and Motor Carrier Contracts,” September 2018