



William (Billy) F. Jones

Partner

Denver

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Unlike other litigators, Billy does not always follow the “normal” litigation playbook. He is known to be exceptionally adept at problem-solving and innovating, delivering unique solutions tailored to each client’s needs. As a “trial guy,” he always has his eye on presenting the best case at trial. Clients come to Billy often to represent their interest in bet-the-company litigation – and “if they walk into the courtroom, clients know that they are ready, well-represented and positioned to win.”

William “Billy” Jones is an accomplished litigator with a proven history in complex civil litigation and business disputes. His robust experience makes him an invaluable asset for businesses and individuals alike. His career spans over 15 states and includes representation in a multitude of appellate courts. With a strong focus on franchise and distribution disputes, Billy brings an aggressive and focused approach to each case, ensuring that clients are defended against an array of claims, from manufacturing and design defects to negligence and breach of warranty. He is set apart by his strategic prowess and ability to think and act creatively.

Billy’s litigation experience spans:

- Class action defense
- Intellectual property litigation

Bringing a wealth of knowledge and insight to every case, Billy’s passion for advocacy is evident in his tireless protection of clients’ interests against a plethora of claims, including complex contractual issues, business torts, and more. According to one client, “I have had the significant pleasure of working with Billy on a complex contract matter wrapped up with very real intellectual property issues Billy’s candor, counsel, competence, and conscious devotion to best-realized results helped deliver a resolution, putting the matter to rest.”

Areas of Focus

Services

[Franchise & Distribution](#)

[Insurance Recovery & Counseling](#)

[Litigation](#)

[Product Liability & Tort Litigation](#)

[Class Action Defense](#)

[Franchise Litigation & Dispute Resolution](#)

[Appellate](#)

[Trust & Estate Litigation](#)

[Real Estate Litigation & Disputes](#)

[General Business & Complex Commercial Litigation](#)

Sectors

[Industrial & Manufacturing](#)

[Restaurant, Food & Beverage](#)

Focused and aggressive, Billy represents a broad range of clients, including midsize to large businesses. His counsel extends to various sectors such as:

- Franchise and distribution
- Manufacturing
- Real estate
- Professional services
- Brewing and distilling

As a leader of trial teams, Billy is strategic and efficient, always working directly towards achieving the client's goals. His unique blend of experience, creativity and dedication makes him a formidable advocate and an invaluable asset to any client facing litigation. Clients benefit from his commitment to efficiency and direct approach to achieving their goals.

His innovative mindset is key to finding solutions and delivering results for clients. His extensive experience, from trial to appeal, and in mediation and arbitration proceedings, assures clients sound counsel and steadfast representation.

Experience

- Represented a large, certified massage school in California against a multi-million dollar claim arising out of a lease liability within an asset purchase transaction. This "bet-the-company" case culminated in a full defense verdict and attorney's fees.
- Represented a business owner in a partnership dispute arising out of a partnership to develop and build out a large golf and housing development in Colorado. This complex case involved ongoing business issues, management of the case to protect the ongoing development, and a myriad of partnership and financing issues for the client. The client received a full defense verdict on all the plaintiff's claims.
- Handled a complex family partnership dispute for a large document storage business, representing the company in multi-party litigation involving member-member claims, member-manager claims, and claims against the company. All claims against the company were dismissed on summary judgment thus avoiding trial.
- Represented a North Dakota company and its two owners in bet-the-company and bet-the-individuals litigation in federal court for several years arising out of various claims for a failed land development deal. The clients prevailed.
- Handled a contentious real estate dispute in a multi-million dollar inheritance regarding a land parcel adjoining an interstate highway. The client's estranged brother claimed full ownership. After the trial, the brother was awarded one-third, and the client was awarded two-thirds, allowing the client to market her multi-million dollar parcel separately for sale.
- Represented a U.S.-based international confectionery manufacturer and retail operator franchise in a long-term, multi-million dollar dispute over a 20-year-old franchise and distribution agreement in Canada. After two weeks of presenting the client's position in a jury trial, the opposition agreed to settle the case on a one-page, handwritten sheet of paper outside the courtroom.

Credentials

Education

- University of Virginia School of Law, J.D., 1997
 - Order of the Coif
- Duke University, B.A., Political Science; Public Policy, 1993, cum laude

Bar Admissions

- Colorado
- District of Columbia
- North Dakota
- Virginia

Recognition

- Selected among *The Best Lawyers in America*®, 2021-2025
- *Thomson Reuters*, "Colorado Super Lawyers," 2015-2024
 - "Colorado Top 100," 2024
- *Benchmark Litigation, the Guide to America's Leading Litigation Firms and Attorneys*, "Local Litigation Star," General Commercial Litigation, Insurance Litigation, and Product Liability Litigation, 2020-2023, 2025
- *Law Week Colorado*, "Barrister's Best," Best Overall Litigator, 2022
- Litigation Counsel of America, Fellow

Accolades



Presentations

- Presenter, "Use of Civil Claims When Title 14 Comes Up Short," Colorado Family Law Institute, August 2023
- Podcast Guest, [Episode 92](#), Latte With a Lawyer, September 2022
- Presenter, "Trust Modifications, ILITs, and Other Insurance Policy Opportunities in 2021," Diverse Engineering Professionals Conference Meeting, September 2021
- Presenter, "Making Organizations Talk: The Effect of Changes to Rule 30(b)(6) on Federal Practice," Defense Research Institute Business Litigation Seminar, April 2018

Publications

- Author, "[Handling a New Normal in the Workplace](#)," *ColoradoBiz Magazine*, August 18, 2020
- Author, "[Common Legal Mistakes Brewing Business Make in Real Estate, Zoning, Licensing \(and How to Avoid Them\)](#)," *Craft Brewing Business*, July 31, 2019
- Author, "Tough Economic Times Increase the Potential for Franchisor Tort Liability," *The Business Suit*, Newsletter of DRI Commercial Litigation Committee, March 2012
- Author, "Making Mediation Work For You," *The Whisper*, Newsletter of DRI Young Lawyers Committee, April 2007

Professional Activities

- American Bar Association – Forum on Franchising, Member



- Colorado Bar Association, Member
- Defense Research Institute, Member
- International Association of Defense Counsel, Member