



## William L. Thrall III

Principal  
Casualty Litigation

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**Defends clients in complex commercial, construction, product, and general liability cases.**

### Bio

**William L. Thrall, III** is a Principal in the firm's Casualty Litigation Practice Group and focuses his practice on the defense of complex commercial, construction, product, and general liability cases. His varied experience includes defending cases involving injury and/or property damage in a variety of environments. Mr. Thrall also has experience in handling premises liability and transportation cases.

Mr. Thrall has extensive experience in both federal and state courts. He handles major jury and arbitration cases from inception through trial and routinely appears before private arbitrators and mediators throughout Pennsylvania and New Jersey. Mr. Thrall has an active trial practice in Philadelphia and surrounding counties. His significant trial experience has resulted in numerous favorable results for his clients.

Clients have recognized Mr. Thrall's successes both through trial results and in resolving cases short of trial. He has received three (3) Golden Gavel awards from a large insurance client. This award recognizes outstanding achievement in case handling. Recently, Mr. Thrall was also recognized with a Blue Ocean OARS Award for early "resolution through innovation." Mr. Thrall has consistently been recognized for his focus on resolving cases fairly, quickly, and efficiently.

Mr. Thrall has been named a Pennsylvania Super Lawyer in the category of Civil Litigation: Defense in 2015, 2016, and from 2018 - 2022. He was previously recognized as a Pennsylvania Super Lawyer – Rising Stars in 2013 and 2014. For information about these selections and an overview of common third-party publications, rankings, and lists methodologies, [click here](#).

### Representative Experience

- After an eight (8) day trial, Mr. Thrall obtained a defense verdict for his insurance company client in an Underinsured Motorist jury trial held in the Philadelphia Court of Common Pleas before Judge Massiah-Jackson. Plaintiff claimed to have sustained traumatic brain injuries with related symptoms, including loss of memory, focus, and concentration. He also alleged significant orthopedic injuries to his neck, left lower extremity, and

### Practices

- Casualty Litigation
- Products Liability Litigation
- Premises Liability Litigation
- Construction Defect/Injury Litigation
- Alternative Dispute Resolution

### Industries

- Retail
- Manufacturing
- Insurance
- Hospitality
- Commercial Transportation
- Construction

### Education

- LL.M in Trial Advocacy, Litigation and Dispute Resolution, *with Highest Honors*, George Washington University National Law Center, 2005
- J.D., *Cum Laude*, Michigan State University College of Law, 2001
- B.A. in Political Theory and Constitutional Democracy, Michigan State University, 1997

### Bar Memberships

- Pennsylvania
- New Jersey
- District of Columbia
- Michigan

### Court Admissions

- U.S. Court of Appeals, Third Circuit
- U.S. Supreme Court
- U.S. District Court for the Eastern District of Pennsylvania
- U.S. District Court for the Middle District of Pennsylvania
- U.S. District Court for the District of New Jersey
- U.S. District Court for the Eastern District of Michigan

low back. Plaintiff demanded seven figures to settle the claim, which included pain and suffering, past lost wages, and loss of future earning potential. The case involved a substantial expert battle, with each side presenting medical, vocational, and economic experts. At the conclusion of testimony, the jury concluded that Plaintiff did not sustain a serious impairment of a bodily function, and thus did not breach the limited tort threshold. Therefore, Plaintiff was not awarded anything for non-economic damages. The jury also awarded no compensation for economic damages in the form of past and/or future wage loss.

- Contested trip and fall case in Philadelphia County. Both liability and damages were contested. Plaintiff presented a seven-figure settlement demand. After a failed mediation, Mr. Thrall resolved an insurance coverage issue with the additional defendant and employer of Plaintiff, agreeing to their dismissal in exchange for a 45% contribution toward any settlement or verdict and payment of our insured's legal fees and costs from tender through jury trial. Just before trial, a settlement offer of \$100,000.00 was rejected, with a revised demand of \$750,000.00. After a five (5) day jury trial, the jury found for Plaintiff in the amount of \$105,000 reduced by 33% comparative negligence. Post-Trial motions were filed and the case resolved for the amount of the jury award. Our insured paid only \$57,500.00.
- Defense verdict after three (3) days of jury trial in the Philadelphia Court of Common Pleas. The case arose from Plaintiff's purchase of a used motor vehicle from our insured – a large Philadelphia car dealership. Plaintiff alleged violations of the Magnuson-Moss Warranty Improvement Act and the Pennsylvania Unfair Trade Practices and Consumer Protection Law stemming from her purchase of the subject vehicle. Specifically, Plaintiff alleged that the defendant car dealership attempted to defraud the Plaintiff by failing to disclose a prior accident and numerous alleged defects with the subject vehicle, as well as violations of specific warranties. Following evidence and testimony from several witnesses, including competing expert witnesses, the Jury returned a verdict in favor of the insured.
- Successful defense of bicycle vs. motor vehicle accident case that started as a Major Jury case in the Philadelphia Court of Common Pleas. Prior to trial, through an agreement with Plaintiff's counsel, the case was remanded to the Compulsory Arbitration Program with an agreement that the results would be binding on all parties. Remanding the case to the Arbitration Program was a strategic move and streamlined the litigation process (saving both time and costs). By proving that Plaintiff's inattentiveness caused the accident, Mr. Thrall secured a defense verdict for his client. Per the agreement with Plaintiff's counsel, the verdict was not appealed.
- Fair resolution of Traumatic Brain Injury claim where the case originally had a seven figure demand. The early reports led to the case getting to mediation quickly, where a resolution was reached without the need for extensive discovery.
- Defense verdict at trial representing major retail chain in claimed \$1 million premises liability accident.
- Defense verdict at trial representing large commercial property owner against claims of alleged negligence involving vicious dog attacks.
- Dismissal of client on Motion for Summary Judgment in case involving allegations of defective maintenance of large condominium complex.
- Successful resolution of numerous large premises liability and automobile liability claims on behalf of several landscaping/snow removal contractors.

- Defense verdict in an alleged rear end motor vehicle accident by our insured's dump truck with significant claimed injuries and pre-trial demand of \$250,000.

## **Affiliations**

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- American Bar Association
- Pennsylvania Bar Association
- Philadelphia Bar Association
- New Jersey Bar Association
- Michigan Bar Association