



Partner

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Haddonfield, NJ

Practice Areas

Commercial Litigation
E-Discovery & Document Management
Solutions
Cannabis Law

Admitted

New Jersey
Pennsylvania

Education

Rutgers Law School
Juris Doctor, 2007
Howard University
B.B.A., cum laude, 2004

Lloyd Freeman is a Partner and Chief Diversity Officer at the firm. Lloyd concentrates his practice in the area of commercial and complex civil litigation in state and federal courts in both New Jersey and Pennsylvania. He has represented clients in trials, arbitration and mediation in both states.

Lloyd has experience in commercial and complex matters involving consumer fraud, real property, franchise, business torts and other issues related to business and contractual disputes. Lloyd has also litigated a number of disputes involving merchants and the sale of goods governed by Article 2 of the Uniform Commercial Code (“UCC”).

A member of Archer Discovery Strategies – the firm’s practice group dedicated to eDiscovery litigation and document management practices – Lloyd has extensive experience managing electronic discovery in complex state and federal matters. In the fall, Lloyd teaches e-discovery and digital evidence to upper-level students at Drexel University’s Kline School of Law in Philadelphia, PA.

As Chief Diversity Officer, Lloyd carries out the firm’s vision to grow diversity and inclusion in the legal profession, as well as implements policies and procedures, and fosters programs to promote diversity throughout the firm. He does this by promoting diversity and inclusion in the recruitment, hiring, retention and promotion of Archer attorneys, which includes maintaining an *ex-officio* position on the Personnel and Hiring Committees while serving as Chairman of the Diversity & Inclusion Committee. In addition, he develops and nurtures key partnerships to drive strategic diversity and inclusion marketing, as well as business development initiatives. Accordingly, Lloyd serves as a trusted advisor to firm executive management and the Office of the President.

A longtime champion of diversity and inclusion in the profession and at Archer, Freeman created Archer’s affinity group, L.E.A.D. (Lawyers Encouraging Archer’s Diversity) in 2012 and has coordinated the firm’s summer associate program for the past two years, resulting in the most diverse summer associate classes in the firm’s history. Freeman himself was a summer associate at Archer and also received an Archer diversity scholarship while in law school. He is the first person of color to rise through the ranks from summer associate to partnership status.

Outside of the firm, Lloyd served as president of the Garden State Bar Association and has written articles and spoken at conferences on the importance of diversity and inclusion. Lloyd has used his influence as a

social justice advocate in the cannabis space as well. He has spoken at press conferences with the governor, met with state leaders and written pieces urging the decriminalization of marijuana in New Jersey.

Prior to joining the firm, Lloyd served as an intern to the Honorable Jerome B. Simandle, S.U.S.D.J., and as an extern to the Honorable Joseph E. Irenas, S.U.S.D.J., both of the District of New Jersey.

Representative Experience

- Served as outside counsel to perform an internal review of a local police department's policies and procedures
- Litigated actions in chancery court seeking temporary restraining orders and preliminary injunctions involving claims for commercial disparagement, breach of fiduciary duty and disputes among members of limited liability companies
- Drafted and managed electronic discovery protocols for complex matters in federal and state court
- Defended a myriad of lawsuits involving tort claims against public transportation entities
- Represented a number of property owners in breach of contract suits
- Litigated breach of warranty and consumer fraud actions on behalf of Fortune 500 companies
- Challenged the constitutionality of regulations vitiating prior practice of awarding state contracts to small and medium-sized businesses
- Litigated claims involving tortious interference, unfair competition, misappropriation of trade secrets and violations of antitrust laws

Professional And Community Involvement

- Garden State Bar Association (Past President)
- Big Brothers Big Sisters Independence Region (Board Chairman)
- Drexel University Kline School of Law (Board Member)
- American Red Cross of Burlington, Camden & Gloucester Counties (Past Board Member)
- Rutgers Law School Alumni Association (Immediate Past Chancellor)
- Public Interest Law Center (Past Board Member)
- Urban League of Philadelphia—Young Professionals (Past Membership Chairman)
- United Way of Southeastern Pennsylvania—Project Next (Past Volunteer & Network Chairman)
- Kappa Alpha Psi Fraternity, Inc. (Past President, Burlington-Camden Alumni Chapter)
- Burlington Camden Achievement Foundation (Chairman)
- Rutgers Pro Bono/Public Interest Advisory Committee (Past Member)
- 100 Black Men of Philadelphia (Member)
- Camden County Bar Association (Member)
- New Jersey State Bar Association (Member)
- Association of the Federal Bar of NJ (Member)
- New Jersey Supreme Court Civil Practice Committee (Past Member)

Awards And Recognition

- Received Mary Philbrook Public Interest Award (Rutgers University School of Law), 2007
- Received Young Urban Leader Award (Urban League of Philadelphia), 2008
- Received Craig M. Perry Community Service Award (Philadelphia Bar Association - Young Lawyers Division), 2010
- Recognized as one of the "Names to Know in South Jersey" by South Jersey Magazine (2010)
- Received Young Lawyer of the Year (New Jersey State Bar Association), 2010
- Received Young Business Leader Award (Howard University School of Business), 2010
- Received Rutgers Excellence in Alumni Leadership Award (Rutgers University), 2011
- Received Recent Graduate Award (Rutgers University School of Law), 2012
- Received Community Leader Award (LEAP Academy), 2013
- Named one of Philadelphia's 40 Under 40 (Philadelphia Business Journal), 2014
- Named to the "Reasons to Believe" Alumni Honor Roll (Kansas City Public Schools), 2014
- Named as one of the Rising Stars in New Jersey's Top Attorneys Listing (New Jersey Monthly – Super Lawyers), 2015
- Named to the National Black Lawyers – Top 100 List, 2015
- Named one of the New Leaders of the Bar (New Jersey Law Journal), 2015
- Received Young Lawyer Award (Garden State Bar Association), 2015
- Received Champions of Social Justice and Equality Award (Rutgers Black Law Students Association), 2016
- Received Outstanding Director Award (Philadelphia Business Journal), 2017
- Received Young Professional of the Year Award (Non Profit Development Center of Southern New Jersey), 2017
- Received Visionary Leader Award (Camden County East NAACP), 2017
- Named one of South Jersey's 20 Under 40 (South Jersey Biz Magazine), 2017
- Received Bringing It Beyond Award (Association of Black Law Students), 2018
- Received Halo Award (South Jersey Young Professionals Association), 2018
- Named one of the Most Influential Black Lawyers in America (Savoy Magazine), 2018
- Named as one of the 40 Under 40 Nation's Best Advocates (National Bar Association), 2018
- Received Champion of Diversity Award (Drexel Black Law Students Association), 2019

Articles And Presentations

- Contributing Author, Encyclopedia of the Supreme Court of the United States, vol. 3 (David S. Tanenhaus, ed. 2008)
- Panelist, "How to Succeed as a Summer Associate" (ABWL-NJ, April 2010)
- Author, Creating a Win-Win Situation: New J.D.s Need to Gain Experience, Pro Bono Clinics Need Volunteers, (The Legal Intelligencer, May 25, 2010)
- Speaker, "Electronic Discovery and the Extent of an Organization's Ownership and Control over its Employees' Use of Company Computers" (In-house CLE hosted by Archer, November 2011)
- Panelist, "Advancing Your Professional Growth While Being a Legal Advocate in the Community" (University of Pennsylvania Sadie Alexander Conference, February 2011)
- Moderator, "The Business Case for Diversity" (In-house CLE seminar, hosted by Archer, March 2013)
- [Video: Comcast Newsmakers interview regarding Big Brothers Big Sisters of Burlington, Camden and Gloucester Counties.](#) (August 21, 2013)
- [Video: Television appearance as a guest on "It's Your Call with Lynn Doyle" discussing the topic: What Would Dr. King Say?](#) (January 19, 2014)
- [Video: Television appearance as a guest on "It's Your Call with Lynn Doyle" discussing the topic: 60 Years After Brown v. Board of Education](#) (February 16, 2014)
- Moderator, "Diversity in the Justice System" (CLE seminar, hosted by Archer and the Garden State Bar Association, February 2014)
- Panelist, "Personal Branding: Developing a Professional Identity" (Rutgers University School of Law, March 2014)
- [Video: Comcast Newsmakers interview regarding importance of mentoring and impact of Big Brothers Big Sisters of Burlington, Camden, and Gloucester Counties.](#) (May 7, 2014)
- Moderator, [United States Congressional Debate for New Jersey's First District](#) (May 2014).
- [Video: Comcast Newsmakers interview regarding Big Brothers Big Sisters of Burlington, Camden & Gloucester Counties.](#) (October 8, 2014)
- Moderator, "Managing Nonprofits in the Changing 21st Century" (CLE seminar, November 2014)
- Moderator, "Know Your Rights" (CLE panel, February 2015)
- [Video: Comcast Newsmakers interview regarding the impact of mentors on the academic success of students](#) (February 2015)
- Moderator, "Building Your Personal Brand" (Barristers Association of Philadelphia, March 2015)
- Speaker, "Trends in Legal Diversity" (Essex County Bar Association, March 2015)

- Moderator, "Philanthropy 360: Impact All Around" (Glenmede seminar, March 2015)
- Moderator, "The State of Black New Jersey" (African American Chamber of Commerce, April 2015)
- Presenter, "The Profitable Non-profit" (FrontStream Philanthropy Solutions Conference, June 2015)
- Moderator, "Defeating the Preschool to Prison Pipeline: Identifying and Combating Institutional Disparities" (Garden State Bar Association, September 2015)
- Presenter, "Litigating Claims Between Members of New Jersey Limited Liability Companies" (Burlington County Bar Association, December 2015)
- Panelist, "Lessons from the Leaders: Practical Advice on Success in the Ever-Changing Legal Profession" (New Jersey State Bar Association, May 2016)
- Panelist, "Bridging the Gap: NPO Succession Planning" (The Nonprofit Development Center of Southern New Jersey, June 2016)
- Panelist, "2016 Court Rules Update" (New Jersey Supreme Court Civil Practice Committee, September 2016)
- Moderator, "Know Your Rights Town Hall Meeting" (Garden State Bar Association, October 2016)
- Moderator, "Philanthropy 360: GlenTalks, The Art of Storytelling" (Glenmede, November 2016)
- Speaker, "Social Media and the Law" (University of Pennsylvania Sadie Alexander Conference, February 2017)
- Panelist, "Philanthropy and Board Engagement in 2017" (Virtua Foundation, March 2017)
- Panelist, "Business Litigation Roundtable: Current Issues in Business Litigation" (NJICLE, June 2017)
- Panelist, "Board Recruiting and Engagement" (Independence Blue Cross Foundation, June 2017)
- Panelist, "The Art and Science of Relating and Communicating," (New Jersey State Bar Association, August 2017)
- Panelist, "To Litigate or Arbitrate: Practical Considerations for Corporations," (New Jersey State Bar Association, January 2018)
- Speaker, "The Nuts and Bolts of Electronic Evidence," (New Jersey State Bar Association, April 2018)
- Speaker, "CTRL + ALT + DELETE: Controlling Your Costs and Altering Your Document Retention Policies Before Deleting Data" (Ragone Accounting Conference, May 2018)
- Author, [New Jersey's Budding Industry Poses Questions for Businesses](#), (Cannabis Law Report, July 21, 2018)