D. Richard Self

Senior Associate

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Services

Litigation

Complex Commercial Litigation

Antitrust Litigation

Class Action Defense

Constitutional Litigation

D. Richard Self litigates complex commercial and class action cases throughout the United States on behalf of plaintiffs and defendants. He specializes in antitrust, franchise/dealership, and deceptive trade practices litigation in federal court with a particular focus on the consumer goods, supply chain, and technology sectors.

With experience on both the plaintiff and defense sides of litigation—and combined with his two years as a judicial law clerk for a federal district court judge—Richard brings a balanced, yet aggressive vision to complex litigation that has led to great success for his clients.

Richard also maintains a pro bono practice centered on constitutional law.

Richard was recognized in 2025, 2026 and 2027 as one of the "Best Lawyers: Ones to Watch" for Commercial Litigation by *The Best Lawyers in America*®.

Experience

Obtained winning jury verdict for leading consumer-product company in trial involving deceptive trade practices, trademark infringement, and false advertising claims.

Served on trial practice and complex motions team that won and obtained confirmation of a $13,950,060 arbitration award in deceptive trade practices act suit.

Represented fitness and lifestyle accessory company in deceptive trade practices dispute.

Represented chemical distributor in lawsuit filed against manufacturer for attempted monopolization and refusal to deal under the Sherman Antitrust Act and violation of the Wisconsin Fair Dealership Law.

Represented heavy equipment manufacturer in dealership termination dispute.

Represented hardware and software developer in sham patent antitrust litigation.

Represented device distributor in Robinson-Patman Act dispute against market-leading manufacturer.

Defended American big-box home improvement retail chain in multiple proposed class actions, including obtaining award of attorney's fees for client.

Defended big-box electronics retail chain in consumer fraud class action.

Defended gasoline distributor in consumer fraud class action.

Represented defendant in Lanham Act litigation alleging trademark infringement relating to surgical medical devices.

Represented state flagship university in trademark infringement litigation against online retailer.

Defended e-commerce company against two proposed class actions.

Represented landowner in constitutional class action against town enforcing mandatory inspections, searches, and seizures of private residences coupled with exorbitant inspection fees.

Represented reverse pharmaceutical distributor in multiple contractual disputes.

Education

University of Michigan Law School J.D. (2017)

The University of North Carolina at Chapel Hill B.A., Biology and Political Science (2013)

Admissions

Illinois (2019)

New York (2018)

North Carolina (2023)

Court Admissions

U.S. District Court for the Central District of Illinois

U.S. District Court for the Eastern District of North Carolina

U.S. District Court for the Eastern District of Wisconsin

U.S. District Court for the Middle District of North Carolina

U.S. District Court for the Northern District of Illinois

U.S. District Court for the Western District of North Carolina

Clerkships

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Professional & Community Activities

North Carolina Bar Association, Antitrust & Complex Business Disputes Law Section, Member

Insights

News Releases

Kilpatrick Attorneys Recognized in 2027 Edition of Best Lawyers: Ones to Watch® in America
August 20, 2026

News Releases

131 Kilpatrick Attorneys Recognized in 2025 Edition of Best Lawyers: Ones to Watch in America®
August 16, 2024

News Releases

As We Enter 2023, We Look Back at the Outstanding Associates Who Joined Kilpatrick Townsend in 2022
January 17, 2023