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Education

- J.D., Rutgers Law School (2016)
 - Rutgers University Law Review, Executive Editor
- B.A., Rutgers University (2011)

Jay Ganatra

Associate

Jay Ganatra focuses his practice on complex commercial litigation with a specific emphasis on product liability and mass tort matters. He handles all stages of litigation, including case management, discovery and motion practice, and his experience also includes breach of contract, business tort, shareholder and partnership disputes, and breach of fiduciary duty actions.

Mr. Ganatra continues to build proven experience counseling manufacturers involved in product liability litigation varying in complexity and exposure. This can include the strategic management and defense of mass torts to single-plaintiff cases — both often involving catastrophic injuries or death. He focuses on risk identification but also frequently handles matters when a claim is asserted and through a trial and appeal, when necessary.

While often seeking out alternative dispute resolution options, Mr. Ganatra takes every involvement with a commitment to defend the integrity of products and brand at trial.

Mr. Ganatra's mass tort experience includes matters across a wide variety of industries in instances where integrated and complementary resolution strategies are required. He serves on local, regional and national MDL counsel teams, which provide clients with informed insight into the likely trajectory of the litigation and offer decisive pathways to successful resolution.

Prior to joining Tanenbaum Keale LLP, Mr. Ganatra practiced at boutique law firms in New York and New Jersey. He also served as judicial law clerk for the Hon. Joseph L. Yannotti, Presiding Judge of the New Jersey Superior Court, Appellate Division. In law school, Mr. Ganatra interned for the Hon. Esther Salas of the U.S. District Court for the District of New Jersey and the U.S. Attorney's Office for the District of New Jersey.

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Bar Admissions

- New York
- New Jersey

Court Admissions

- U.S. District Court for the District of New Jersey

Memberships and Affiliations

- New Jersey South Asian Bar Association, 2023-present

Professional Honors

- Best Lawyers: Ones to Watch in America, Mass Tort Litigation/Class Actions – Defendants, 2025-present
- Best Lawyers: Ones to Watch, Product Liability Litigation – Defendants, 2026-present
- Best Lawyers: Ones to Watch, Personal Injury Litigation – Defendants, 2026-present
- New York Super Lawyers Rising Stars, Thomson Reuters, 2023

Presentations and Publications

- “When Kickstarters Stop: Exploring Failures and Regulatory Frameworks for the Reward-Based Crowdfunding Industry,” 68 Rutgers L. Rev. 1425, Spring 2016