

Gracen Moreno Attorney

Gracen Moreno practices complex commercial, employment, and IP litigation with an emphasis on business disputes. She has experience in a broad range of matters, particularly advocating for business owners, creatives, and inventors involving their IP rights, trade secrets protections, and departing employee issues. Gracen is a seasoned trial associate, comfortably taking cases to trial and thoughtfully developing advocacy strategy at all stages of litigation. As a young lawyer having already tried several federal and state jury and nonjury trials, Gracen is a uniquely experienced litigator who focuses on serving each client with intelligent, efficient advocacy. Her commonsense and pragmatic approach to problems assists clients in making informed business decisions.

Gracen received her undergraduate degree from Texas Tech University where she was the highest-ranking graduate in her academic college. She received her JD from the SMU Dedman School of Law. There, she was a judicial intern for Amos Mazzant, III of the US District Court for the Eastern District of Texas.

Awards & Recognition:

- Dallas Women Lawyers Association - Rising Raggio Award for Outstanding Young Lawyer of the Year (2023)
- *Best Lawyers: Ones to Watch® in America*, Appellate Litigation, Commercial Litigation, and Intellectual Property Litigation (2024-2025)
- Texas Super Lawyer Rising Star, Business Litigation (2023-2024)
- Dallas Association of Young Lawyers Outstanding Committee Chair of the Year (2023)
- Dallas Association of Young Lawyers "One to Watch (Feb. 2022)
- Dallas Association of Young Lawyers Leadership Class (2021)

Professional Affiliations:

- Member, The William "Mac" Taylor American Inn of Court
- Dallas Bar Association
 - Co-Chair, Publications
- Dallas Association of Young Lawyers
 - Executive Board of Directors
 - Co-Chair, Judiciary Committee
 - Co-Chair, Bolton Ball
- Dallas Junior Chamber of Commerce
 - Executive Board of Directors



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PRACTICE AREAS

Appellate
Commercial
Employment Litigation
Intellectual Property Litigation

EDUCATION

Southern Methodist University,
Dedman School of Law, J.D.,
2019

- SMU Board of Advocates
– Master Level Advocate
- Texas Tech University, B.S.
Agricultural Communications,
summa cum laude, with Honors
from the Honors College
- Highest Ranking
Graduate, 2016

ADMISSIONS

State Bar of Texas, 2019
U.S. District Courts for the
Northern, Southern, Eastern,
and Western Districts of Texas