



Seth L. Dobbs

Partner

sdobbs@foxrothschild.com



Morristown, NJ

Tel: 973.548.5050

Fax: 973.992.9125

Seth co-chairs the firm's national Automotive Practice, representing automobile, truck and powersports/motorcycle dealerships coast to coast. He serves as trusted counsel to dealer groups of all sizes — from publicly traded dealership groups to single-point stores — on the full spectrum of operational, transactional and dispute-related issues unique to the industry.

Seth has deep experience guiding buyers and sellers through complex dealership buy-sell transactions, including platform acquisitions, multi-rooftop divestitures and single-point deals. He advises on structuring, due diligence, manufacturer approvals, real estate and lease matters, floor plan transitions, management agreements, and post-closing integration. He works closely with clients and their advisers to drive efficient timelines, protect enterprise value, and manage brand, OEM, regulatory and financing sensitivities throughout the transaction lifecycle.

He regularly advises new and used automobile, truck and motorcycle dealers on day-to-day matters involving dealership personnel and HR issues, floor plan and retail credit relationships, F&I product programs, advertising and sales practices, privacy and data security, and other recurring operational and compliance concerns. Seth counsels clients on their rights and obligations vis-à-vis franchisors and manufacturers and advocates for dealers in terminations, ownership transfers, add-points, facility image and site-control disputes, warranty reimbursement, franchise modification, price discrimination, allocation, and warranty and incentive audits, as well as other manufacturer program controversies.

A seasoned litigator, Seth defends dealerships in class actions and consumer litigation and prosecutes and defends business and franchise disputes in state and federal courts and before administrative agencies. He also helps clients mitigate risk and avoid disputes by conducting proactive compliance audits and implementing practical policies, processes and training tailored to the dealership environment.

Beyond automotive, Seth represents corporations, closely held businesses, policyholders and professionals in complex business, corporate, contractual and partnership disputes. He brings a pragmatic, business-first approach to every engagement, focusing on efficient resolutions aligned with client objectives.

Seth is committed to long-term partnerships with his clients. He provides hands-on, individualized counsel that looks beyond any single dispute or transaction to support sustainable growth, operational excellence and strategic value creation.

Services

- Automotive
- Corporate

- Franchising & Distribution
- Litigation
- Real Estate

Before Fox Rothschild

Prior to joining Fox Rothschild, Seth was a partner and co-founder of Aboyoun Dobbs LLC, a boutique New Jersey based law firm focused on automotive law.

Bar Admissions

- New Jersey
- New York

Court Admissions

- U.S. Court of Appeals, Third Circuit
- U.S. District Court, District of New Jersey
- U.S. District Court, Eastern District of New York
- U.S. District Court, Southern District of New York

Education

- Jacob D. Fuchsberg, Touro Law Center (J.D.)
- State University of New York at Buffalo (B.A.)

Memberships

- National Automobile Dealers Association (NADA)
- National Independent Automobile Dealers Association (NIADA)
- National Association of Dealer Counsel (NADC)
- National Association of Minority Automobile Dealers (NAMAD)
- Local State Dealer Associations throughout the country
- Member of New Jersey Bar Association's Franchise Law Committee
- New York Bar Association
- Phi Alpha Delta Law Fraternity International
 - Chapter Justice, Touro Law School
 - Chapter President, State University of New York at Buffalo

Honors & Awards

- **Selected to the "Super Lawyers: New Jersey Rising Stars" list for Franchise/Dealership (2018-2022)** *This award is conferred by Thomson Reuters. A description of the selection methodology is [available here](#). No aspect of this advertisement has been approved by the New Jersey Supreme Court.*

Publications

April 15, 2026

An Opportunity for Automotive Dealers: Recovering Tariffs Through the CAPE Refund Program

April 1, 2026

FTC Warning Letters Signal Renewed Focus on Dealership Pricing Transparency

AutoSuccess

March 17, 2026

FTC Sends Warning Letters to Auto Dealerships Over Advertising Practices

March 16, 2026

New Jersey Dealers: Prepare Now for April 1 Warranty Reimbursement Windfall

February 24, 2026

What Auto Dealers Need to Know About the 'No Tax on Overtime' Law

July 22, 2025

How to Capitalize on the Auto Loan Tax Deduction in the One Big Beautiful Bill

July 9, 2025

Sticker Shock at Closing Tables for Dealership Sellers

March 27, 2025

Driving Up Costs? Trump's New 25% Tariff Hits Imported Cars and Parts

January 28, 2025

In Victory for Auto Dealers, Federal Court Strikes Down FTC's CARS Rule

December 5, 2024

Auto Dealers Face Deadline to Submit Claims in \$129.5 Million Class Action Settlement

November 12, 2024

NADA Vows to Fight Scout Motors' Plans to Sell Electric Vehicles Direct-to-Consumer

July 31, 2024

Pennsylvania Auto Dealerships Should Prepare for Regulatory Changes

June 27, 2024

Navigating the CDK Global Ransomware Attack: Practical Guidance for Auto Dealerships