

Mr. Obert is rated AV-Preeminent by Martindale Hubbell and Lawyers.com. Keith is noted as being in the Top One Percent (1%) of Professionals and Attorneys, and enjoys a 10/10 rating, Top Rated Lawyer, on AVVO.com Legal Ratings and Reviews. Mr. Obert has been recognized for the last eight (8) years as a SuperLawyer in the publication, Mid-South SuperLawyers and in the Memphis Magazine, in the area of Personal Injury General-Defense. Mr. Obert has been noted as a Recommended Insurance Attorney by A.M. Best for going on 28 years. Keith is a Fellow of the Young Lawyers Division of the MS Bar and served as President of the Fellows in 2013-14. Keith has been selected as a Fellow of the Mississippi Bar Foundation, which is awarded to the top 10 percent of the Mississippi Bar membership. In 2001, Mr. Obert was selected as the Outstanding Young Lawyer in the Mississippi Bar. Mr. Obert has also been recognized as one of the Top 100 Civil Plaintiff Attorneys in the Mid-South and as one of America's Top 100 Bet-The-Company Litigators. Mr. Obert was recognized in 2022 by the National Academy of Personal Injury Attorneys as one of the Top Rated Personal Injury Attorneys in Mississippi.

Keith is the primary litigation attorney for the Firm, practicing in all areas of the Firm's civil trial and litigation practice. His civil practice is concentrated primarily in the defense and prosecution of vehicular accidents and premises related claims, products liability, toxic torts, insurance subrogation, insurance agent errors and omissions defense, direct insurance carrier actions, uninsured/underinsured motorist claims and insurance coverage, probate and business/commercial litigation disputes. Mr. Obert has been a Certified Mediator for more than 21 years and mediates dozens of cases throughout the State of Mississippi each year. His practice on each side as Plaintiff counsel and Defense counsel gives Mr. Obert a diversified view of most cases he mediates, having practiced as counsel for each.

Mr. Obert is admitted to practice in all State and Federal Courts in Mississippi, including the Fifth Circuit Court of Appeals, and is also admitted to practice in most State and Federal Courts in both Alabama and Tennessee. He has been a frequent lecturer on Continuing Legal Education topics for over 27 years relating to such areas as civil trial practice, automobile accident litigation, expert witness depositions, insurance and ethics, throughout Mississippi and the Mid-South and Southeastern Region.

Keith graduated in May, 1988 and was a member of the Moot Court Board (Competition Chair), Law School Senate (President Pro Tem), Honor Council (Chairman and Chief Prosecutor), and Phi Alpha Delta Legal Fraternity (President) at the University of Mississippi School of Law. Previously, he was a member of the Mississippi Defense Lawyers Association, the Defense Research and Trial Lawyers Association, the Automobile Law Committee of the Torts and Insurance Practice Section of the American Bar Association, and the Mississippi Claims Association. Mr. Obert has also been recognized as one of the Top 100 Trial Lawyers in Mississippi. Keith has served as President, Vice-President and Treasurer of the Jackson Young Lawyers Association. Additionally, Mr. Obert has served as a Director for the Mississippi Bar Association-Young Lawyers Division, as a Director for the Hinds County Bar Association, as Chairman of the Membership Services Committee and as Co-Editor of the Business Law Section Newsletter. Mr. Obert was Editor of the Mississippi Lawyer Magazine in 2006-07. He has also served as Chairman of the Public Relations Committee and Nominations and Awards Committees of The Mississippi Bar-YLD. Mr. Obert has been selected by Who's Who in American Law for several years beginning in 2000-2001. Keith received his Mediation Certification from the University of Mississippi Center for Continuing Legal Education in 2003, and actively mediates dozens of civil litigation and appellate matters throughout the Mid-South each year. Mr. Obert has also been trained as an Appellate Mediator in Mississippi and is a Member of the Executive Committee of the ADR Section of the Mississippi Bar and an active member of the Litigation Section.

Personal Information

Keith is a Talladega, Alabama native, who grew up in the Memphis, Tennessee and North Mississippi areas. Keith is married to Alaine Obert, Esq. and they have one son, Dr. Baylor Obert, who is in his Interventional Radiology Residency at the University of Mississippi Medical Center in Jackson, Mississippi. Keith and his family are parishioners of The Chapel of the Cross Episcopal Church in Madison, Mississippi, where Keith has served on the Vestry, as Mentor for, and is a Graduate of, EFM from The University of the South at Sewanee, as Organizer of Memphis BBQ Network's BBQ Contests,

Heavenly Hogs and Ques, Blues and Cruise, and also serves as Head Verger, Head Cook for The Ministry of Smoke and Legal Counsel for the Chapel Cemetery Committee. Keith is an avid duck hunter, drummer, golfer and enjoys deep sea fishing, weight lifting and cardio workouts. Mr. Obert is a former University of Alabama Track and Field Sprinter/Hurdler, and is a member of The University of Alabama Lettermen's Club, the A Club. While at The University of Alabama, Keith was President, Secretary, Chaplain and a member of Pi Kappa Phi Fraternity. He was also a member of, and on the Executive Council for, Delta Sigma Pi Business Fraternity. Mr. Obert previously served as President of the Reunion Public Improvement District Board of Directors in Madison, MS. He also served on the Saint Andrews Episcopal School Booster Club Board of Directors, as a member, Secretary, Vice President and President. Keith has also been a Memphis in May BBQ Contest Pitmaster and Head Cook for Slapjo Mama Championship BBQ Cooking Team for over two decades.

Publications

- MS Bar ADR Section - Mediation Law Update: Preparing Yourself for Mediation as the Mediator/Avoiding and Moving Past Impasse 2024
- MS Bar ADR Section - Mediation Basic Training 2023
- Barristers CLE - The New Guardianship and Conservatorship Act In Mississippi ("GAP Act") 2022
- MS Bar ADR Section - Mediation: Top 10 Do's and Don'ts 2022
- Barristers CLE - Deposing Expert Witnesses & Defending Expert Depositions 2022
- Barristers CLE - Trial Testimony: Preparing Your Witnesses 2021
- Barristers CLE - How to Prepare Your Client for Mediation 2021
- Barristers CLE - How to Prepare Your Client for Deposition 2021
- MS Bar Litigation Section - How to Prepare Your Client for Deposition Testimony, for Trial Testimony and for Mediation 2021
- Barristers CLE - Recent Developments in MS Law 2015 (Editor)
- Barristers CLE - Recent Developments in AL Law 2015 (Editor)
- Barristers CLE - Recent Developments in TN Law 2015 (Editor)
- Barristers CLE - Recent Developments in AR Law 2015 (Editor)
- National Business Institute - Advanced Expert Witness Deposition Tactics in Mississippi 2003
- Lorman Seminars - Discovery of Confidential Records in Mississippi 2000

Speaking Engagements

- MS Bar ADR Section- Mediation Law Update: Preparing Yourself for Mediation as the Mediator/Avoiding and Moving Past Impasse 2024 (Jackson, MS and Online)
- Barristers CLE - Recent Developments in MS Law 2023 (Ridgeland, Gulfport, Oxford and Online)
- MS Bar ADR Section - Mediation Basic Training 2023 (Jackson, MS and Online)
- Barristers CLE - Recent Developments in MS Law 2022 (Starkville, Gulfport, Ridgeland and Online)
- Barristers CLE - The New Guardianship and Conservatorship Act In Mississippi ("GAP Act") 2022 (Online)
- MS Bar ADR Section - Mediation: Top 10 Do's and Don'ts 2022 (MS Bar Convention Destin, FL)
- Barristers CLE - Deposing Expert Witnesses & Defending Expert Depositions 2022 (Online)
- Barristers CLE - Trial Testimony: Preparing Your Witnesses 2021 (Online)
- Barristers CLE- Recent Developments in MS Law 2021 (Ridgeland, Starkville, Gulfport and Online)
- Barristers CLE - How to Prepare Your Client for Mediation 2021 (Online)
- Barristers CLE - How to Prepare your Client for Deposition 2021 (Online)
- MS Bar Litigation Section - How to Prepare Your Client for Deposition Testimony, for Trial Testimony and for Mediation 2021 (Online)
- Barristers CLE - Recent Developments in MS Law 2020 (Online)
- Barristers CLE - Recent Developments in MS Law 2019 (Natchez, Hattiesburg, Clarksdale, Oxford, Starkville, Jackson, Gulfport and Online)
- Barristers CLE - Recent Developments in MS Law 2018 (Natchez, Hattiesburg, Clarksdale, Oxford, Starkville, Jackson, Gulfport and Online)
- Barristers CLE - Recent Developments in MS Law 2017 (Natchez, Hattiesburg, Clarksdale, Oxford,

Starkville, Jackson, Gulfport and Online)

- Barristers CLE - Recent Developments in MS Law 2016 (Natchez, Hattiesburg, Clarksdale, Oxford, Starkville, Jackson and Gulfport)
- Barristers CLE - Recent Developments in MS Law 2015 (Natchez, Hattiesburg, Clarksdale, Oxford, Starkville, Jackson and Gulfport)
- Barristers CLE - Recent Developments in AL Law 2015 (Birmingham)
- Barristers CLE - Recent Developments in TN Law 2015 (Memphis and Nashville)
- Barristers CLE - Tips and Trends for Tennessee Litigators 2014 (Memphis and Nashville)
- Barristers CLE- Recent Developments in MS Law 2014 (Natchez, Hattiesburg, Clarksdale, Oxford, Starkville, Jackson and Gulfport)
- Greater Memphis Paralegal Alliance Member Meeting - Preparing the Client for Deposition - How to Avoid the Pitfalls 2014 (Memphis)
- Barristers CLE - Deposing Expert Witnesses & Defending Expert Depositions 2013 (Jackson and Online)
- Barristers CLE - Trying an Automobile Injury Case 2013 (Online)
- Barristers CLE - Recent Developments in MS Law 2013 (Natchez, Hattiesburg, Clarksdale, Oxford, Starkville, Jackson and Gulfport)
- Barristers CLE - Trial Practice Pointers from MS Judges 2012 (Jackson)
- Barristers CLE - Effective Direct-Examination and Cross-Examination 2012 (Online)
- Barristers CLE - Ethical Dilemmas in Premises Liability & General Trial Practice 2012 (Online)
- Barristers CLE - Premises Liability: Plaintiff and Defense Strategies, Part 1 2012 (Online)
- Barristers CLE - Premises Liability: Plaintiff and Defense Strategies, Part 2 2012 (Online)
- Barristers CLE - Premises Liability: Plaintiff and Defense Strategies, Part 3 2012 (Online)
- Barristers CLE - Preparing Your Client for Deposition 2012 (Jackson and Online)
- Barristers CLE - Trying Your First Civil Case 2012 (Online)
- Barristers CLE- Voir Dire & Jury Selection 2012 (Online)
- Barristers CLE - Recent Developments in MS Law 2012 (Natchez, Hattiesburg, Clarksdale, Oxford, Starkville, Jackson and Gulfport)
- Barristers CLE - Recent Developments in MS Law 2011 (Natchez, Hattiesburg, Clarksdale, Oxford, Starkville, Jackson and Gulfport)
- Barristers CLE - Recent Developments in MS Law 2010 (Natchez, Hattiesburg, Clarksdale, Oxford, Starkville, Jackson and Gulfport)
- Barristers CLE - Premises Liability in MS 2010 (Jackson and Online)
- Barristers CLE- Recent Developments in MS Law 2009 (Natchez, Hattiesburg, Clarksdale, Oxford, Starkville, Jackson and Gulfport)
- Barristers CLE - Alabama Trial Practice in the Early 21st Century 2009 (Birmingham)
- Barristers CLE - Mediation, Love It or Hate It - Top 10 Mistakes in Mediation 2009 (Online)
- Barristers CLE - Recent Developments in MS Law 2008 (Natchez, Hattiesburg, Clarksdale, Oxford, Starkville, Jackson and Gulfport)
- Barristers CLE - Discovery in the "MySpace.com" World - Alabama 2008 (Birmingham)
- Barristers CLE- Ethics & Professionalism - Lessons Inspired by The Andy Griffith Show 2008 (Jackson and Online)
- Barristers CLE - Alabama Mediation - Top 5 Do's and Top 5 Don't's 2007 (Birmingham)
- Barristers CLE - Recent Developments in MS Law 2007 (Natchez, Hattiesburg, Clarksdale, Oxford, Starkville, Jackson and Gulfport)
- Barristers CLE - Premises Liability in Tennessee 2006 (Memphis and Nashville)
- Barristers CLE - Recent Developments in MS Law 2006 (Natchez, Hattiesburg, Clarksdale, Oxford, Starkville, Jackson and Gulfport)
- Barristers CLE- Recent Developments in MS Law 2005 (Natchez, Hattiesburg, Clarksdale, Oxford, Starkville, Jackson and Gulfport)
- Barristers CLE - Recent Developments in MS Law 2004 (Natchez, Hattiesburg, Clarksdale, Oxford, Starkville, Jackson and Gulfport)
- National Business Institute CLE - Advanced Expert Witness Deposition Tactics in Mississippi 2003 (Jackson)
- Lorman Seminars - Discovery of Confidential Records in Mississippi 2000 (Jackson)

