



Robert M. Unatin

SENIOR ATTORNEY

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Practice Areas

Motor Vehicle - No-Fault
Motor Vehicle Negligence

Education

- Western Michigan University - Thomas M. Cooley Law School, J.D., 2016
 - 1L Mock Trial Competition, Semi-Finalist
- Student Bar Association, Vice President
- Jewish Law Students Association, President
- Michigan State University, B.A., 2011

Admissions

Michigan, 2017

U.S. District Court, Eastern District of Michigan, 2018

Robert M. Unatin is a senior attorney in Plunkett Cooney's Bloomfield Hills office and a member of the firm's Transportation Law Practice Group. He focuses his practice in the areas of motor vehicle negligence and No-Fault Law.

Mr. Unatin advises his clients on all aspects of pre-suit claims, including strategic planning for anticipated litigation and providing opinions regarding insurance coverage and priority to minimize exposure.

Mr. Unatin routinely defends insured motorists, rental car companies and corporations in first- and third-party motor vehicle negligence matters, insurance fraud claims and coverage disputes. He has extensive experience resolving insurance defense litigation and coverage claims involving automobile injuries, wrongful death, catastrophic injuries, fraud/rescission, uninsured/underinsured motorist benefits and multimillion-dollar claims.

In addition to his transportation law practice, Mr. Unatin has experience handling premises liability matters and securities and investment litigation. He has also defended broker-dealers, registered representatives, investment advisers, and insurance agents in financial services litigation.

Representative Client Work

- Represents national insurance companies throughout the state of Michigan, providing strategic counsel on complex legal issues in connection with first and third-party no-fault matters dealing with coverage issues, priority disputes, policy rescission, insurance

ROBERT M. UNATIN Cont.

fraud, insurance claim set offs and provider rights

- Represents national insurance companies throughout Michigan in cases involving large-scale medical fraud, with a focus on identifying and addressing fraudulent medical treatment and billing practices by healthcare providers
- Successfully devised and implemented legal strategies that secured summary disposition for auto insurance carrier, demonstrating the carrier was entitled to rescind the subject policy based on material misrepresentations made by the insured during the application process that resulted in favorable outcomes both at law and in equity and led to the dismissal of multiple No-Fault claims brought by the insured and medical providers in excess of \$500,000.
- Experience representing clients in the financial services industry, including broker-dealers, registered representatives and registered investment advisers and insurance agents, in a variety of securities and insurance-related disputes in state and federal courts, as well as arbitration tribunals before the Financial Industry Regulatory Authority (FINRA)
- Successfully achieved outcomes defending claims involving alleged sales practice violations, including claims of negligence, fraud, misrepresentation, failure to supervise and violations of federal and state securities laws

Professional Affiliations

- State Bar of Michigan

Honors & Recognitions

- *Best Lawyers: Ones to Watch in America*[™] – Commercial Litigation, Insurance Law and Personal Injury Litigation, 2025 - 2026
- Michigan Super Lawyer Rising Star in Insurance Coverage, Civil Litigation; Michigan Super Lawyers, a Thomson Reuters publication, 2025