



PRODUCT LIABILITY

Product liability claims strike at the very heart of businesses and can pose significant threats to their well-earned brand identities. The product liability attorneys of ALFA International's global legal network work quickly and effectively to:

- **prevent** potential claims;
- **minimize** damages;
- **maintain** consumer confidence.

Product liability claims raise potential threats that extend well beyond the matter at hand. In addition to the potential losses and other sanctions that can be the direct result of a plaintiff victory, news of the alleged product failure can result in unwanted, negative media attention, loss of consumer confidence, weakening of once-powerful brand identities, lowered sales and sinking employee morale.

These threats are serious and very real — which is why the attorneys of ALFA International's Product Liability Practice Group are so committed to providing the highest levels of coordinated client service and effective legal counsel possible. To preserve their hard-won reputations, businesses need rapid responses, intelligent defenses and aggressive representation in the courtroom, across the negotiating table and in front of the media.

ALFA attorneys represent companies at every point in the distribution chain, including raw-material refiners, manufacturers, distributors, wholesalers and retailers. We have developed worldwide experience in a range of industries and products, including automobiles, consumer products, healthcare and medical devices, and food and beverages. We regularly assist clients in their dealings with regulatory bodies, including the Consumer Products Safety Commission (CPSC), the U.S. Food and Drug Administration (FDA), Department of Agriculture (USDA), and other state and federal agencies. A unique hallmark of the ALFA Product Liability group is the ongoing and timely exchange of information and data on a global scale, relating to product defects, recalls and regulatory issues as well as new and recent litigation.

We provide effective legal guidance in virtually every area of product liability law, including:

- general business counseling
- litigation
- lobbying/legislation
- mediation/arbitration
- product recalls and hearings
- public relations and media management
- regulatory/licensing
- standards setting
- warnings and labeling
- trade association

In addition to our direct representation of clients on specific matters, ALFA's Product Liability Practice Group is dedicated to helping clients stay ahead of emerging regulatory and legal issues through a range of seminars and other educational resources. Developed and managed through focused committees, these programs offer mission-critical, timely information to businesses operating worldwide.

These resources include:

Seminars, Tele-seminars and Speakers Bureau. The Product Liability Practice Group regularly co-sponsors conferences and seminars with trade organizations and industry groups — such as the National Electrical Manufacturers Association, Association of Equipment Manufacturers and the Tractor and Trailers Manufacturers Association — and participates in the development of international client seminars that include panels on product-liability issues.

The Tele-seminar Committee sponsors a number of tele-seminars throughout the year that provide concentrated information on specific topics. These 90-minute conferences feature some of the most experienced legal and business minds available, and include post-presentation discussions led by our member attorneys.

ALFA also maintains a speaker's bureau that enables clients and organizations to tap experienced attorneys for a wide range of meetings and industry-related events, locally, nationally and internationally.

Publications. The Publications Committee publishes a quarterly newsletter, *Product Liability Perspectives*, that offers articles and editorial analysis relating to emerging product-liability issues, as well as updates on key cases from across the country.

Industry Insights. Our CPSC Committee, consisting of ALFA attorneys and manufacturers' representatives, works closely with the CPSC to develop and implement "safe harbor" provisions that help businesses comply with regulations and minimize potential risks. Member attorneys also hold key leadership positions in, and have close associations with, trade associations or professional organizations relating to product liability, including the ABA Product Liability Section, the Defense Research Institute (DRI), and the Federation of Defense and Corporate Counsel (FDCC).

For additional information regarding the services of the ALFA Product Liability Practice Group, please contact ALFA International headquarters at 312.642.2532.