TRAUB LIEBERMAN

INDUSTRIES

Consumer Products

For consumer goods, the road from concept to manufacturing to market is a long one. It is also a road fraught with peril for product designers, manufacturers, distributors, and retailers. One misstep at any stage in a product's lifecycle can result in costly and disruptive litigation or regulatory action that puts a company's profitability, reputation, and continued viability at risk.

At Traub Lieberman, our consumer products attorneys help clients minimize such potential exposure, providing counseling and developing strategies that can best position our clients for positive outcomes if claims arise. When threats do emerge, whether they be product liability suits, consumer class actions, fraud and deceptive practice claims, or any other contested matter, our experienced litigators deliver vigorous and efficient defense representation based on our extensive industry knowledge and well-honed advocacy skills.

While common legal issues may transcend the differences between products, the nuances of each type of good and the specific factual and scientific matters involved in claims can vary dramatically. Our multidisciplinary team brings a wealth of capabilities to our representation of clients across a wide range of product categories. From Fortune 500 manufacturers of products to independent distributors to retailers large and small, Traub Lieberman leverages its considerable resources and nationwide reach to protect and advance our clients' interests in matters involving:

- Household appliances
- Consumer electronics
- Sporting goods and safety gear
- Industrial machinery
- Construction equipment
- Pharmaceuticals
- Automobiles
- Toys
- Baby products
- Construction materials
- Tools

In product liability matters, our attorneys provide vigorous defense for designers, manufacturers, distributors, merchants, and others facing property damage, personal injury, and wrongful death claims. We bring our experience and skilled advocacy to every type of product liability matter, including claims based on:

- Design defects
- Breach of warranty
- Manufacturing defects
- Marketing defects
- Failure to warn

© Traub Lieberman Straus & Shrewsberry LLP

TRAUB LIEBERMAN

Traub Lieberman complements our attorneys' talents with a network of exceptionally credentialed and respected subject matter experts whose analysis, insights, and testimony can be critical to a successful product liability defense, including design, industrial and mechanical engineers, systems experts, human factors and biomechanical engineers, and forensic economists.

Our representation extends beyond the courtroom as we work with clients to proactively prevent potential suits or limit exposure in the event of a claim. We provide clear guidance and recommendations for product warnings, labels, and manuals, along with management assistance and product liability prevention counseling.

In addition to product liability matters, we defend clients in litigation or regulatory investigations and proceedings involving claims of fraud, unfair competition, deceptive business practices, data breaches, and other allegations of marketing malfeasance, whether brought by individual consumers or in consumer class actions.

© Traub Lieberman Straus & Shrewsberry LLP