

## Product Liability

Product liability claims can cause companies to suffer serious financial and reputational harm. As consumers are quick to react, and regulations continue to expand, the risks associated to the bottom line grow as well. It is critical to take every precaution to prevent product liability claims from arising, and to launch a robust defence in the event that a claim is filed.

Our lawyers find solutions and solve problems for domestic and international manufacturers, distributors, wholesalers, retailers and insurers in a wide variety of product liability disputes. We have experience defending a diverse array of product liability claims, including in the areas of retail and consumer goods, food and beverages, industrial equipment, vehicles, pharmaceuticals and medical equipment. In addition to aggressively defending our clients' interests in court, we counsel clients on preventative strategies, such as best labelling and marketing practices. We also help clients mitigate their damages in the event of product recalls, including by facilitating constructive engagement with regulators.

We take a multi-disciplinary approach to our product liability files, engaging our litigators, corporate and commercial, intellectual property, regulatory and information technology experts as necessary to ensure our clients receive excellent advice that is tailored to their needs.

## Lawyers and professionals in this area



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## Areas of Expertise

- Advertising and media
- Alternative dispute resolution
- Class actions (defence)
- Compliance
- Defective designs
- Insurance
- Litigation
- Preventative strategies
- Product claims
- Product labels and warnings
- Product recalls
- Professional discipline
- Regulatory approvals
- Torts

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