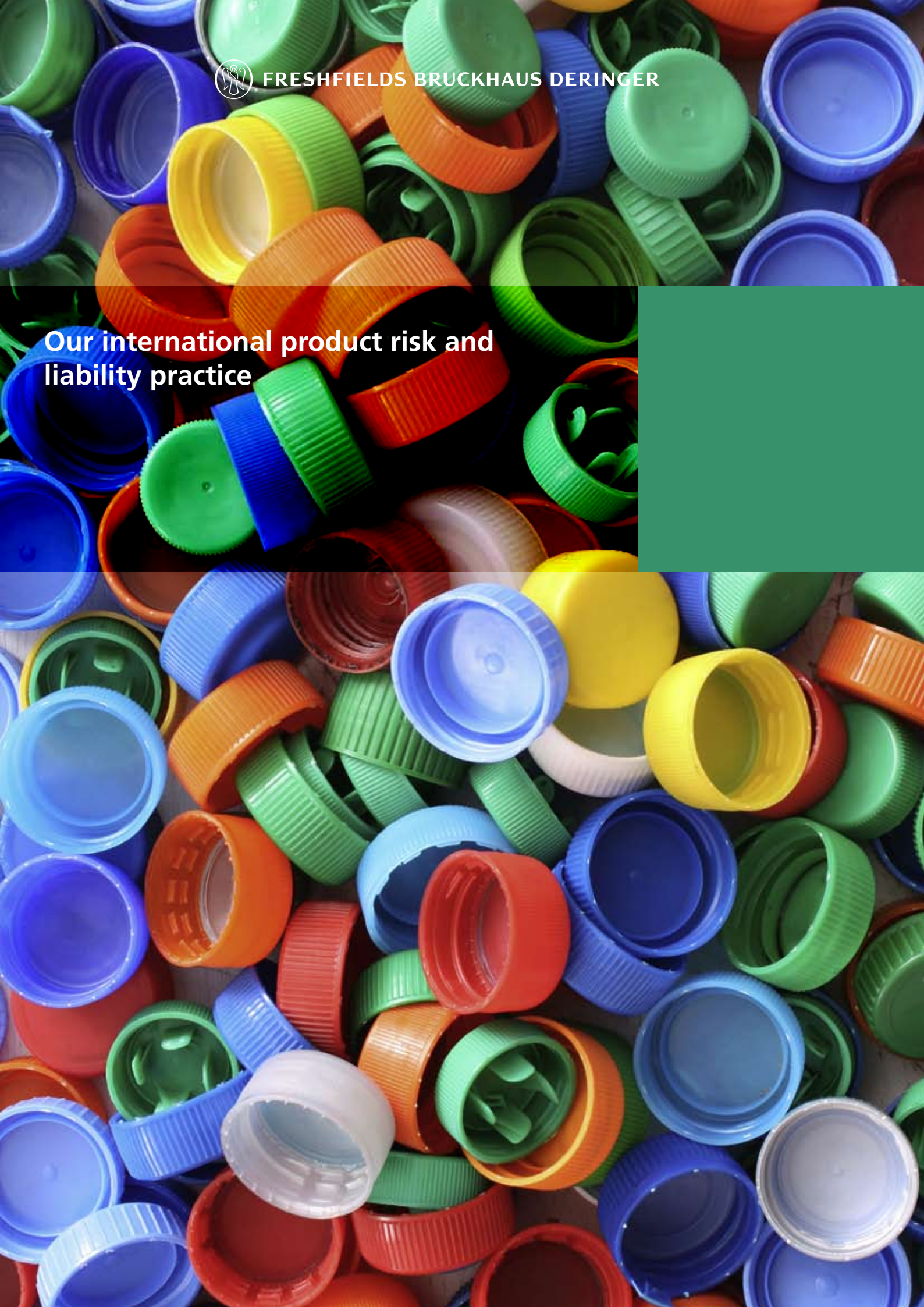




FRESHFIELDS BRUCKHAUS DERINGER

Our international product risk and liability practice





'An extremely strong team, with a stunning breadth of activity, unmatched in the sphere of pharmaceutical work, chemicals and tobacco.'

Legal 500 UK 2009: product liability

Our global product risk and liability practice combines large-firm litigation capabilities with expertise in regulatory matters.

Industry knowledge

We understand the difficulties of managing the regulations that govern your products and how you deal with end users, and we can help you if things go wrong. We work for producers, importers and retailers across a variety of industry sectors, handling issues with both consumer and non-consumer products. We are particularly active in the automotive, aviation, chemicals, electronics, cosmetics, food and drink, healthcare, household products, pharmaceuticals, retail, tobacco and telecoms sectors.

Global reach

We can provide specialist product liability and regulatory advice in over 120 markets worldwide (including key emerging markets such as India and China). Whether working through our own 27 offices in Asia, Europe, the Middle East and the US, or with trusted local law firms in other countries, we make sure that you receive consistent, high-quality and commercial advice and representation.

Innovation

We stay on top of new developments in consumer, environmental and health and safety law that may have implications for product risk. We also engage with governments and others concerning procedural developments – such as the growth of collective redress ('class action') mechanisms and reforms to legal funding – that affect our clients' litigation risks.

Expertise

We have assisted international businesses with their most complex and challenging product liability claims and product-related regulatory issues. We can give you examples of some recent matters that we have worked on if they would be helpful.

LONDON
John Blain

DÜSSELDORF
Thomas Kreifels

HONG KONG
Richard Chalk

How we can help you

Assessing regulatory and legal risk

Many of our clients require regular board updates on short-, medium- and long-term regulatory and legal risks. We have helped products companies assess those risks and assess gaps in procedures across a range of areas of law.

Compliance with product regulation

We recently advised a drinks company on product labelling and packaging requirements in over 50 countries and we act for other multinational consumer product companies on their global regulatory compliance programmes – giving them regular updates on changes to labelling, packaging, ingredients and consumer law in multiple markets. We also advise on compliance with the complex EU laws that affect products companies, such as:

- REACH, the EU's chemical regime;
- EU food, pharmaceuticals, medical devices and other sector-specific laws; and
- laws on electrical and electronic equipment (WEEE) and the control of hazardous substances in their manufacture (ROHS).

Helping handle product recalls and manage consumer claims

Sometimes, despite best efforts, product quality and safety issues occur. We have worked hard to understand our clients' needs when this happens, collaborating with Ipsos MORI to produce a major report on the subject that was given a 'standout' award in the *Financial Times* Innovative Lawyers Awards. We can help handle product quality and safety issues affecting both consumer and non-consumer products, whether or not litigation is in prospect. For example, we helped a major corporate client, which had inadvertently sold contaminated fuel in the UK, put processes in place to handle tens of thousands of customer claims. The process ran smoothly and the client was able to cement its reputation of doing the right thing by its customers. We were also able to help the client challenge improper claims and seek compensation from its suppliers.

Dealing with regulators

We help clients prepare submissions to regulators and public bodies, and if necessary challenge regulatory decisions in the courts. We have also helped clients manage and defend investigations and prosecutions for breaches of product safety and occupational health and safety laws. For example, we recently helped a consumer retail client handle both a product recall and the subsequent investigation and prosecution by the UK authorities.

Defending product liability litigation

We are experienced product litigators and work with specialist lawyers in many countries worldwide. For example, we act as global co-ordinating defence counsel for a client in the consumer products sector, helping it defend individual claims, class actions and claims by state authorities. We also acted for a major global pharmaceuticals company on the global co-ordination of the defence of litigation concerning one of its products, following a product recall.

Managing IP risks

Our intellectual property (IP) specialists work with clients to assess risks over the full range of IP rights, including trade marks, design rights, copyright and patents. We can help to protect innovative and distinctive products against free-riders and to manage the reputational and other risks posed by counterfeits. This includes advising on how to cut off counterfeits at source and in the supply chain, and even to recall them once they have reached the shelves.

'A solid international network in matters pertaining to product safety and product recall.'

Chambers UK 2009: product liability

'The practice... boasts strengths in patent litigation and brand protection... It's an incredibly responsive, knowledgeable and can-do group.'

Chambers UK 2010: IP – general



Our global reach

We can provide specialist product liability and regulatory advice in relation to many emerging and established markets around the world. The list below shows some of the places where we work with trusted local law firms; the map at the foot of the page shows where we have our own offices. In many of these markets, we can also help with defending product liability and other litigation.

Some places where we work with trusted local law firms to provide product risk and liability advice

ALBANIA	GUINEA-BISSAU	OMAN
ANDORRA	HONG KONG	PAKISTAN
ANGOLA	HUNGARY	PALESTINIAN TERRITORY
ARGENTINA	ICELAND	PERU
ARMENIA	INDONESIA	PHILIPPINES
AUSTRALIA	IRAQ	POLAND
AZERBAIJAN	IRELAND	PORTUGAL
BENIN	ISRAEL	QATAR
BOLIVIA	JORDAN	ROMANIA
BOSNIA AND HERZEGOVINA	KAZAKHSTAN	SENEGAL
BOTSWANA	KENYA	SERBIA
BRAZIL	KOREA (SOUTH)	SIERRA LEONE
BRITISH VIRGIN ISLANDS	KOSOVO	SINGAPORE
BRUNEI	KUWAIT	SLOVAKIA
BULGARIA	KYRGYZSTAN	SLOVENIA
BURKINA FASO	LAOS	SOUTH AFRICA
BURUNDI	LATVIA	SWAZILAND
CAMBODIA	LEBANON	SWEDEN
CAMEROON	LESOTHO	SWITZERLAND
CANADA	LIECHTENSTEIN	SYRIA
THE CHANNEL ISLANDS	LITHUANIA	TAIWAN
CHILE	LUXEMBOURG	TAJIKISTAN
CONGO (REPUBLIC)	MACEDONIA	TANZANIA
COSTA RICA	MADAGASCAR	THAILAND
CROATIA	MALAWI	TOGO
CYPRUS	MALAYSIA	TUNISIA
CZECH REPUBLIC	MALTA	TURKEY
DENMARK	MAURITIUS	TURKMENISTAN
DJIBOUTI	MEXICO	UGANDA
EGYPT	MOLDOVA	UKRAINE
ESTONIA	MONGOLIA	URUGUAY
FIJI	MONTENEGRO	ZAMBIA
FINLAND	MOROCCO	
GAMBIA	MOZAMBIQUE	
GEORGIA	NAMIBIA	
GIBRALTAR	NEW ZEALAND	
GREECE	NIGERIA	
GUINEA	NORWAY	

Our own network offices



