

## Product Litigation

When you sell or distribute products, news of a safety or liability issue in one country can spread everywhere, and fast. The fallout depends on the problem, of course, as much as on the way you react. One ill-judged step or comment could lead to a product recall or plunging share price. Because your reputation is tied to your products, you need contingencies for whatever goes wrong.

Plus, with consumers expecting more from companies they do business with and regulators piling pressure on companies to keep consumers safe, product-related risks are on the rise. These can lead to regulatory challenges or criminal actions, which in some cases result in litigation.

We focus on product safety, compliance, and liability for brands in all product sectors, including life sciences and other specialist areas. Whether cars or planes, medicines or medical devices, or any consumer goods, we advise you from launch to litigation.

We keep on top of the technical aspects of your products, and we never lose sight of the commercial issues behind your disputes. We have good working relationships with national, EU, and U.S. authorities. And we defend liability cases across sectors and borders before national courts, supreme courts, and the European Court of Justice.

From compliance investigations to crisis communication and everything in between, you can rely on our judgement.

## Practices

Complex Contracting

Transportation

Crisis Leadership Team

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## Representative experience

Global defense of global certification company against liability claims resulting from allegedly inappropriate certification of breast implant manufacturer P.I.P.

We provided advice to a multinational automotive company about a multimillion-Euro supply chain dispute, following a component failure in almost 100,000 vehicles.

Hogan Lovells “boasts the most comprehensive Global Practice” — *Who’s Who Legal – Product Liability Defence 2015*.

## Latest thinking and events

### Hogan Lovells Publications

International products law review 2020: Issue 77

### Hogan Lovells Publications

International Products Law Review 2020: Issue 76

### Hogan Lovells Publications

International Products Law Review: Issue 74

### Hogan Lovells Publications

What product manufacturers need to know about how the Internet of Things is changing the way that the U.S. Consumer Product Safety Commission views product safety

### Hogan Lovells Publications

Overcoming IoT litigation challenges: Will regulatory developments in the EU influence the design of connected devices?

### Hogan Lovells Publications

The connected home: From smart fish tanks to connected kitchen appliances, product companies must navigate GDPR and Product Liability Directive compliance, cyber risk, and other IoT challenges