

Dr. Sebastian Polly

Partner
Munich

Biography

Sebastian Polly specializes in product liability, product safety and product compliance law. He supports clients around the world and is particularly experienced in the automotive, chemicals, consumer goods, electronics and energy industry.

Sebastian has worked with numerous clients on the launch of innovative products. He assesses legal risks, develops preventive liability mitigation strategies and is experienced in dealing with European market entry requirements.

Furthermore, Sebastian has solved a wide range of product crises by coordinating global product safety actions. He provides risk assessments, handles authority notifications and drafts crisis communication. In addition, he coordinates internal product compliance investigations and advises on internal processes. In doing so, he has already assisted clients with millions of products in over 100 jurisdictions.

Sebastian has helped various clients defend product liability claims and solved complex supply chain disputes. He is a litigator with extensive court experience.

Sebastian is also the author of numerous national and international publications. He earned his doctorate



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Languages

English
German

Practices

Litigation Services
Products Law
Technology Litigation
Transportation

Industries

Automotive
Consumer
Energy and Natural Resources

with a thesis on German and European product safety law.

Legal 500 recognizes Sebastian as a Leading Lawyer for his outstanding work in product liability. Furthermore, he and his colleagues are ranked Tier 1 by *JUVE* and *Who's Who Legal*.

Representative experience

Advising numerous companies on complex global product compliance aspects incl. the development, certification/homologation and market entry of innovative high-tech products in over 110 jurisdictions.

Acting as product liability defense attorney for numerous global technology companies in hundreds of disputes, litigation cases and trials incl. mass tort and global defense coordination.

Advising several automotive companies on the interpretation of vehicle certification and homologation provisions, incl. FMVSS, GSO, GTR, UNECE Regulations, etc.

Supporting companies with the training of attorneys, engineers and managers, particularly with respect to internal product compliance and product safety processes.

Defending several international companies in criminal product liability cases, particularly linked to alleged product compliance and safety violations incl. fraud, negligent manslaughter, etc.

Advising several global technology companies on various cybersecurity incidents, incl. OTA as well as coordination with regulators and law enforcement.

Supporting several international companies by auditing and improving their internal product compliance and product safety processes.

Representing companies in multi-million supply chain

Technology & Telecoms

Areas of focus

Product Compliance

Product Litigation

Consumer Product Safety
Regulation

Class Actions and Group Litigation

Electronics and Consumer
Appliances

Connected Cars

Automotive Regulatory

DoT and FAA Regulatory

Retail and Consumer Goods

International Regulatory
Compliance

Risk Management, Governance, and
Compliance

Environmental Litigation

Water

Food Recalls

Food and Beverages

Crisis Communications

Education and admissions

Education

Dr. iur., University of Augsburg, 2012

Second State Exam in Law, Bavaria,
2010

disputes, particularly linked to recourse actions after global product recalls.

Advising and representing several companies regarding allegations linked to allegedly defective batteries, incl. defense of civil, criminal and regulatory claims.

Advising several companies regarding their EU chemical and environmental product compliance, particularly linked to REACH, RoHS and WEEE including notifications, registrations and warnings.

Advising numerous global companies on EU market entry requirements and CE marking incl. the Electromagnetic Compatibility, Low Voltage, Machinery and Radio Equipment Directive, etc.

Representing numerous international companies before several product compliance authorities, incl. BAuA, BNetzA, BMVI, the European Commission and KBA.

Awards and rankings

- Leading Individual for Product Liability by Legal 500 Germany and Legal 500 EMEA in 2020, 2019 and 2018, *Legal 500*, 2018-2020
- Acritas Stars, *Acritas Stars Independently Rated Lawyers*, 2018-2020
- Listed as Expert for Product Liability Defense by Who's Who Legal in 2020, 2019 and 2018, *Who's Who Legal*, 2018-2020
- Tier 1 for Product Liability in JUVÉ Handbook 2020/2021, 2019/2020, 2018/2019 and 2017/2018, *JUVÉ*, 2018-2021
- Recommended lawyer for Compliance by WirtschaftsWoche (Issue 12/2021), *WirtschaftsWoche*, 2021
- Listed in the 2020 Best of the Best Expert Guide as one of the top 30 product liability practitioners globally as well as the Rising Star Award in 2017, *Expert Guides*, 2017-2020

First State Exam in Law, University of Augsburg, 2008

Accolades

"very responsive, he understands what we want, simple advice"

Acritas Star, 2018

Latest thinking and events

- Sponsorships and Speaking Engagements
 - Autonomy Digital 2.0
- Hogan Lovells Publications
 - Mobility and Transportation - Hot Topic Q&A Interviews
- Sponsorships and Speaking Engagements
 - Autonomy Digital
- Announcements
 - EU Products Law
- Webinar
 - Managing risk and liability in the automotive industry: An update on product compliance and class action defense
- Announcements
 - New Mobility & Transportation sector group