

## Steven B. Steinborn

Partner

Washington, D.C.

### Biography

Steven Steinborn literally wrote the book on food labeling as a principal author of the U.S. Department of Agriculture's (USDA) labeling guide. On top of that, he offers clients 28 years of experience in guiding informed business decisions, taking into account food laws and other regulations, as well as the environment in which companies operate.

Representing food processors, restaurant chains, foodservice operators, ingredient suppliers, and trade associations, Steven focuses on advertising, labeling, and food safety. He is also a strong advocate in enforcement matters brought by the Federal Trade Commission, the Food and Drug Administration, the USDA, and state regulators as well.

From small start-ups to established international brands, Steven understands the dynamics of the food industry. He brings this knowledge to bear on cutting-edge issues ranging from claim substantiation to potential food safety situations. He is also regularly consulted in bringing and defending competitor challenges, and represents companies before the Better Business Bureau's National Advertising Division. Keenly aware of the current litigation climate, Steven works closely with marketers in exploring all avenues to reach important business objectives.



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### Practices

Food Law

Consumer Law

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### Industries

Consumer

Life Sciences and Health Care

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### Areas of focus

Consumer Product Safety  
Regulation

Electronics and Consumer  
Appliances

Food Labeling and Advertising

Beyond the food industry, Steven routinely advises consumer product companies on reporting and potential recall situations arising under the jurisdiction of the Consumer Product Safety Commission. His practice covers a diverse range of industries, including children's toys, household appliances, infant products, gas grills, furnaces, consumer electronics, computers, printers, handheld devices, and child-resistant packaging.

Steven is a frequent speaker on innovation and legal compliance and has authored numerous articles on a range of subjects, from the latest developments in the regulation of genetically engineered foods to important developments that impact food advertising.

## Representative experience

Advises the National Restaurant Association on federal and state menu labeling and other regulatory issues.

## Awards and rankings

- Food & Beverages: Regulatory & Litigation (Nationwide), *Chambers USA*, 2011-2017

## Latest thinking and events

- 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
  - Artificial Intelligence and your business: A guide for navigating the legal, policy, commercial, and strategic challenges ahead *Hogan Lovells*
- Blog Post
  - Upcoming meeting signals the growing role of federal regulators over IoT and product safety
- Hogan Lovells Publications

Regulation

Food Recalls

Medical Foods and Dietary Supplements

Retail and Consumer Goods

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## Education and admissions

### Education

J.D., University of Michigan Law School, 1987

B.A., Michigan State University, with honors, 1984

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## Bar admissions and qualifications

District of Columbia

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- Digital Health: The issues you need to consider to leverage its full potential in 2018 *Life Sciences Team*
- Hogan Lovells Publications
  - Checking in with the FTC's Bureau of Consumer Protection – Trends, highlights, new developments, and what lies ahead
- Published Works
  - Food Labeling and the Laws *Prepared Foods*