

Brian D. Eyink

Counsel

Washington, D.C.

Biography

With cross-cutting industry knowledge, Brian Eyink helps clients find practical solutions to regulatory problems. Brian is particularly sensitive to risk management issues as companies adapt to a regulatory and political environment increasingly focused on inspections, enforcement, and investigations.

Drawing on his experience throughout the supply chain, from animal production to food processing to distribution and retail sale, Brian helps companies navigate increasingly complex and high-stakes federal and state regulatory issues. He benefits from a deep experience with the United States Department of Agriculture (USDA), the Food and Drug Administration (FDA), and the Federal Trade Commission (FTC). His knowledge working with state, local, and self-regulatory bodies, litigation, and acquisitions will help to solve clients' regulatory and business problems.

Brian advises on the full scope of regulatory issues facing the food and agriculture sectors, ranging from USDA and FDA enforcement actions and federal investigations to regulatory compliance, import and export issues, litigation support, comment preparation, legislative drafting, policy development, trade association governance, advertising disputes, and labeling issues. He also represents food and agriculture trade associations, advising on issues such as general



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Practices

Food Law

Areas of focus

Medical Foods and Dietary
Supplements

Food Compliance and Enforcement

Food Recalls

Food Advertising and Regulation

Food Legislation and Regulatory
Policy Development

Education and admissions

counseling and governance, influencing policy and public perspective, and implementation of industry initiatives.

Before joining Hogan Lovells, Brian served as a judicial law clerk to the Honorable Gerald Bard Tjoflat of the United States Court of Appeals for the Eleventh Circuit. While in law school, he served as an executive editor of the *Duke Law Journal*.

Representative experience

Represented a dietary supplement manufacturer through an FDA GMP compliance investigation, successfully avoiding the initiation of formal enforcement.

Successfully represented a meat processor through the USDA "Present Your Views" process, avoiding referral for prosecution and closing the case.

Advises a leading industry trade association in developing policy positions, advocating for the industry, and implementing industry-wide programs.

Latest thinking and events

- Hogan Lovells Publications
 - FSIS Issues Compliance Guideline on Kit Labeling
- Hogan Lovells Publications
 - OMB Releases Spring 2019 Unified Agenda of Regulatory Actions
- Sponsorships and Speaking Engagements
 - FDLI Annual Conference: Exploring Advanced Topics in Food and Drug Law
- Hogan Lovells Publications
 - CDC Publishes Updated Report on Preliminary Foodborne Illness Trends
- Sponsorships and Speaking Engagements
 - Georgia Association for Food Protection Meeting

Education

J.D., Duke University School of Law, 2009

B.S., Clemson University, 2006

Bar admissions and qualifications

District of Columbia

New York

Court admissions

U.S. Court of Appeals, Eleventh Circuit

- Hogan Lovells Publications
 - FSIS Publishes Proposed Rule Rescinding Dual Labeling Requirements for Certain Packages of Meat and Poultry