

## CONSUMER PRODUCTS

### OVERVIEW

We regularly handle high-profile consumer product liability litigation. Our team serves as nationwide counsel in personal injury, wrong death and MDL litigation involving consumer products ranging from child car seats and other children's products, automobiles, tires and firearms to over-the-counter products, such as hair and beard dyeing products, and nonsteroidal anti-inflammatory medication. We regularly try and win highly emotional jury trials for our clients in difficult jurisdictions across the country based on a careful, evidence-based approach to our matters. We work with the best and brightest experts with unassailable credibility to ensure we tell the best story.

### MEET THE TEAM



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### EXPERIENCE

#### **Children's Products**

The firm serves in a national counsel role defending manufacturers of children's products.

- We have served as national counsel for Evenflo Company on serious personal injury cases pending in state and federal court in Florida, New Jersey, New York, California, Illinois, Arizona, Alaska and Nebraska. These cases are significant because they involve serious injuries or

death to young children in severe motor vehicle accidents and other accidents involving children's products, and because plaintiffs challenge the design and warnings for the child car seats and other products, even though they meet and exceed all federal and industry standards, performed as expected in the serious accidents and the injuries were the result of driver error or product misuse. Key representations and victories include:

- Obtained defense verdicts in jury trials in Cook County, Illinois, Jacksonville, Florida, and the U.S. District Court for the District of Nevada involving serious injury or death to children in motor vehicle accidents involving child seats.
- Lead counsel in MDL class action in federal court in Boston involving multiple consumer class actions claiming that Evenflo misrepresented the safety of one of its child car seats.
- We served as national counsel for one of the world's leading global durable juvenile products companies in a wrongful death case in Nebraska state court involving the death of a child in a serious accident.
- National counsel role defending children's products for the insureds of General Star insurance company and other products for high-exposure cases. We defended three cases involving infant deaths in the past few years for clients Leachco, DanDee International and Bruchem in courts around the country, namely Birmingham, Alabama, and Pittsburgh, Pennsylvania.

## **Health and Beauty Products**

- National Counsel for Combe Incorporated in litigation involving their hair dye product, Just For Men. We defended Combe in a consolidated personal injury mass action in the United States District Court for the Southern District of Illinois. BCLP has also defended Combe in putative class action lawsuits in Missouri, Illinois, New York and California. Additionally, we have defended the company in personal injury cases in New York, California, Texas, Arizona, Pennsylvania, Kansas, Indiana, Tennessee and Wisconsin.
- Represented retail pharmacy in glucosamine class action filed in the Eastern District of New York.

## **Over-the-Counter Medication**

- Counsel for manufacturer of over-the-counter nonsteroidal anti-inflammatory medication in wrongful death lawsuit.

## **Automotive**

- Trial counsel for major automobile manufacturers. Our lawyers have tried serious injury cases involving allegations of alleged defects in the design of seatbacks and fuel tanks.

- Counsel for major tire manufacturers. Our lawyers have represented major tire manufacturers in serious injury cases involving allegations of defects in the design of tire sidewalls and treads.

## **Firearms**

- Product liability counsel for major firearm manufacturer. BCLP lawyers have represented a major firearm manufacturer and provided legal advice related product liability claims.

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