



# PRODUCT LIABILITY BULLETIN

# SHOOK HARDY & BACON

## WHAT IN-HOUSE COUNSEL NEED TO KNOW

### Newstead Explores Brand Management and Product Liability

In an article for *The In-House Lawyer's* spring 2019 issue, Shook Partner Alison Newstead discusses how product liability claims and product recalls can affect a brand's reputation. "How each of these play out in practice – and the speed at which brand reputation can be affected – can be startlingly different," Newstead explains.

"Product liability claims often have a much more slow-burning effect on the company and brand. They are potentially – but not always – easier to manage and control. On the other hand, product recalls can often be much more immediate and unpredictable. Once the decision to recall is made, matters move swiftly and impact on a brand can be extremely damaging, with share price, consumer confidence and sales revenue falling sharply. Recognising how to manage the potential risks and putting into place effective processes prior to safety incidents arising can help diminish negative impact."

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Shook Hardy & Bacon International lawyers think globally in everything we do. We have been entrusted by many of the world's leading companies to help them preserve their ability to manufacture, market and sell products in key markets worldwide in the face of increasing regulation, legislation and litigation threats.

From risk mitigation, regulatory and intellectual property strategies to creative dispute resolution tactics, Shook lawyers offer comprehensive, cost-effective solutions at all stages of your product's life cycle.



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