

— Product Liability Prevention —

With over 50 years combined experience in trying product liability lawsuits nationwide, the firm's lawyers have learned much about how to enhance product safety, manage risk, and protect against lawsuits. Our lawyers have helped clients manage product safety and prevent or prepare for litigation in a variety of industries and circumstances.

Soule & Stull can assist manufacturers, sellers, renters and others exposed to the risk of product claims to:

- Establish a safety system - formulate a product safety policy and a system to ensure compliance
- Assess risk - evaluate a product's risks and benefits in light of company and industry experience
- Develop warnings - prepare product warnings and instructions, safety signs, operator's manuals, training material
- Manage recalls - decide whether to recall, how to manage the recall, and protect against or prepare for lawsuits
- Understand regulations - identify U.S. and international safety requirements, manage compliance
- Report to agencies - analyze whether reporting to a regulatory agency is required, manage communications with agencies
- Communicate effectively - develop and maintain documents to show company's due diligence, practice caution in corporate communications
- Manage risk - prepare warranty disclaimers, indemnity agreements, product waivers to reduce risk

The firm's lawyers have written several articles and given many presentations to clients and industry groups on these topics. Representative articles and presentations are listed below. Our lawyers are available to give presentations to company employees to raise awareness of, and discuss best practices for, product safety issues.

- "Communicating For Results: Strategies to Enhance Productivity and Reduce Risk in Corporate America," Soule & Stull Corporate Counsel CLE Series, Minneapolis, May 20, 2015
- "Post-Sale Responsibilities in the United States and Foreign Countries," Product Liability Litigation, Current Law, Strategies and Best Practices, Practising Law Institute, 2015 (co-author)
- "Product Safety Campaigns: Preparation and Defense," University of Wisconsin College of Engineering, Madison, Wisconsin, September 19, 2013
- "Recalls: A Litigation Perspective," Medmarc Webinar, December 11, 2012 (co-presenter)
- "Communicating for Results," Product Safety & Compliance Seminar, Association of Equipment Manufacturers, St. Charles, Illinois, April 24-25, 2012
- "Product Design Changes: Safety and Liability Considerations," Product Safety & Compliance Seminar, Association of Equipment Manufacturers, Bloomingdale, Illinois, May 3, 2011
- "Field Campaigns: Conception, Administration and Aftermath," Product Safety & Compliance Seminar, Association of Equipment Manufacturers, Chicago, April 28, 2010