



FOOD SAFETY AND LITIGATION

DEFENDING YOUR PRODUCTS, PROTECTING YOUR REPUTATION

In today's health-sensitized environment, manufacturers of food products and genetically modified foods are faced with increasing exposure to food-safety and nutritional claims. Despite your best efforts, the possibility of litigation that could damage your company is ever-present.

Nixon Peabody has the experience and skills to help you assess risk and obtain the best possible results. Having successfully handled hundreds of product-liability claims and complex torts related to ingestion and inhalation, we can help food and consumer packaged-goods manufacturers minimize potential damages. When consumers look for someone to blame, look to us to defend.

As a leading-edge consumer packaged-goods company, you are under constant pressure to provide superior, high-quality products—and to do it efficiently and effectively in a regulated environment. Unfortunately, the threat or reality of protracted litigation can undermine your best efforts.

Nixon Peabody can help. In the courtroom, we have a reputation for defending cases aggressively, although we believe trial should be a last resort. Our approach begins with in-depth analysis, from which we develop a strategy to resolve your case in the most cost-effective manner.

Our comprehensive case analyses typically include opinions from medical experts and a thorough review of medical literature and applicable law. We also pursue early case disposition so you can remain focused on building your business. If trial is unavoidable, our preparatory efforts become the foundation for a focused courtroom defense.

We understand the difficulties of developing and manufacturing products in a regulatory environment. We know, too, that when disputes arise, quick resolutions are critical to your company's success and the product's reputation. Our extensive industry experience enables us to develop the creative, cost-effective solutions you need.



Multi-jurisdiction litigation requires exceptional case-management skills. Nixon Peabody's organizational structure and information systems enable us to address cases at every level, whether national, regional, or local.

Multiple-plaintiff and mass-tort cases are on the rise across the United States. Lawyers often advertise for cases, seeking to group together ephemeral claims to increase the pressure for substantial settlements.

Our team brings together attorneys and high-level technical specialists with scientific, medical, and technology backgrounds. Our cases involve emerging scientific theory as well as novel legal considerations, such as misjoinder of claims and consumer fraud statutes. We have successfully obtained favorable Daubert rulings and dismissals, and have tried these types of cases to verdict. Our experience, scientific knowledge, and continual analysis of legal trends uniquely positions us to defend companies with food-safety, food-additive, or obesity claims.

Nixon Peabody LLP is a full-service, international law firm and is recognized as a "Global 100" firm—one of the largest in the world. The firm's size, diversity, and advanced technological resources enable it to offer comprehensive legal services to individuals and organizations of all sizes in local, state, national, and international matters.

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ABOUT NIXON PEABODY LLP

At Nixon Peabody, we see 21st century law as a tool to help shape our clients' futures. We are constantly thinking about what is important to our clients now and next so we can foresee obstacles and opportunities in their space and smooth the way. We work together to handle complex challenges in litigation, real estate, corporate law, intellectual property and finance anywhere in the world.