



PRACTICE GROUP CHAIRS

John P. Freedenberg
Direct — 716.566.5487
jfreedenberg@goldbergsegalla.com

www.GoldbergSegalla.com

Attorney Advertising
©2012 Goldberg Segalla

1700 Market Street
Suite 1418
Philadelphia, PA 19103-3907

1200 Avenue of the Americas
3rd Floor
New York, NY 10036-1615

100 Pearl Street
7th Floor
Hartford, CT 06103-4506

902 Carnegie Center
Suite 100
Princeton, NJ 08540-6530

665 Main Street
Suite 400
Buffalo, NY 14203-1425

2 State Street
Suite 805
Rochester, NY 14614-1342

5786 Widewaters Parkway
Syracuse, NY 13214-1840

8 Southwoods Boulevard
Suite 300
Albany, NY 12211-2364

11 Martine Avenue
Suite 750
White Plains, NY 10606-1934

100 Garden City Plaza
Suite 225
Garden City, NY 11530-3203

PRODUCT LIABILITY

Goldberg Segalla is recognized as a leader in product liability litigation and risk avoidance. Our product liability attorneys work together as a single integrated team, with the sole purpose of helping our clients win or avoid product liability disputes. These attorneys:

- Have tried product liability cases on behalf of Fortune 500 companies throughout the United States
- Include a Certified Fire and Explosion Investigator (CFEI), providing Goldberg Segalla clients the competitive advantage of having on their side fire investigation credentials that often match or exceed those of opposing expert witnesses
- Have authored one of the leading treatises on product liability law
- Are contributing authors to other reference texts
- Have published dozens of articles in the journals of various international bar associations, addressing cutting-edge issues affecting product manufacturers
- Are influential leaders in bar and professional associations, helping to shape emerging issues important to our clients' business operations
- Include current and past leaders of a multitude of state and national bar associations, including the Defense Research Institute, Product Liability Advisory Council, International Association of Trial Lawyers, Lawyers for Civil Justice, and Federation of Defense and Corporate Counsel

At Goldberg Segalla, we are proud to serve as national and regional counsel to product manufacturers and retailers with respect to product liability claims and risk avoidance. Our clients include some of the best-known international manufacturers and retailers of a wide variety of products, including:

- Airplanes
- All-terrain vehicles
- Automobiles
- Boats
- Buses
- Chemical products
- Consumer products
- Electrical products
- Fire products
- Heavy trucks
- Helmets
- Household appliances and electronics
- Industrial machinery
- Medical devices
- Motorcycles
- Personal watercraft vehicles
- Pharmaceutical products
- Sports and recreational products

EXCEEDING OUR CLIENTS' EXPECTATIONS

We are a Best Practices firm committed to providing top-quality legal services in the most

efficient manner possible. We understand that our clients often manage litigation around the country, and must do so in a consistent and efficient manner. We therefore strictly comply with our clients' case handling and reporting guidelines, so that we may meet and exceed our clients' needs and expectations.

A TRACK RECORD OF PROVEN SUCCESS

The first concern of any new client is whether their prospective attorneys have the ability to try and win their case. The attorneys at Goldberg Segalla have tried—and won—product liability cases around the country for Fortune 500 clients. These cases have involved catastrophic personal injuries, wrongful death, multimillion-dollar property losses and environmental damage.

Our product liability team is supported by a nationally recognized appellate practice, which features former Court of Appeals and Appellate Division staff attorneys. Our firm has been involved in myriad published opinions, including numerous cases that have helped shape product liability law.

RISK AVOIDANCE COUNSELING

We understand that avoiding a lawsuit is more important than winning one. As a result, we often help clients with risk avoidance, including:

- Minimizing and managing risks associated with designing, manufacturing and selling products
- Appreciating the scope and application of industry and governmental standards
- Assisting in the preparation of appropriate owners' manuals, warnings and instructions regarding the proper use—and dangers of misuse—of products

Our attorneys have assisted in developing hundreds of manuals for a wide array of industrial and commercial goods. Our involvement in the development of these materials is based on our vast experience in, and knowledge of, the multitude of ways in which plaintiffs have exposed shortcomings of less carefully drafted manuals, and the manner in which they will pursue "failure to warn" claims.

Given today's litigation climate, it is also essential that manufacturers implement a document retention policy in order to provide for the preservation and proper destruction of corporate documents in conformity with federal and various states' laws. Such policies must account for electronic documents that may be stored on all computers company-wide. While this is a daunting task, our attorneys have the requisite experience to guide our clients through this potential minefield.

Goldberg Segalla is also committed to working for judicial and tort reform. We actively and proudly encourage these efforts through our support of, and membership in, organizations such as Lawyers for Civil Justice and the Defense Research Institute. Our attorneys also prepare and submit amicus briefs on behalf of the Product Liability Advisory Counsel.

PRODUCT RECALLS AND REPORTING

We take pride in our creative resolutions and productive working relationships with governmental agencies. We have represented product manufacturers in matters before numerous regulatory agencies and organizations, including the:

- Consumer Product Safety Commission (CPSC)
- National Highway Traffic Safety Administration (NHTSA)
- United States Coast Guard (USCG)

Goldberg Segalla offers attorneys with experience in regulatory law and product recalls. Time is of the essence in such matters and we are ready to immediately address the needs of our clients.

INTERNATIONAL CAPABILITIES

Our affiliation with *Studio Legale Casini*, a well-respected European law firm, enables us to provide our clients with comprehensive advice and guidance with regard to the obligations imposed by the European Union's Product Liability and Product Safety directives. We have also developed relationships with several law firms in Asia to address our clients' worldwide product liability and product safety issues.

AUTOMOTIVE PRODUCTS LIABILITY

Automotive products liability cases require complex, specialized investigations and the ability to manage extensive document and deposition discovery. Goldberg Segalla attorneys have broad experience in these matters. Our attorneys have defended manufacturers and component suppliers of automobiles, heavy trucks, buses, motorcycles, ATVs and recreational vehicles in lawsuits involving allegations of design and manufacturing defects, inadequate warnings, breach of warranty, and consumer fraud.

Such cases often involve sophisticated engineering and medical issues. We have the experience to effectively address those issues and to present them in a manner that a jury can understand. We have litigated cases involving all aspects of automotive design. We have served as national counsel to automotive manufacturers on such issues as sudden acceleration, inadvertent movement, and vehicle fires. And we have tried to verdict cases involving defect allegations related to fuel systems, stability and handling, roof structures, cruise control systems, transmissions, starter and shift interlocks, seats, brakes, seatbelts and airbags. It is our practice to keep informed of technical developments in the industry and we use our experience gained through litigation to efficiently and effectively represent our clients.

AVIATION

Goldberg Segalla litigators have extensive experience representing U.S.-based and foreign clients in the aviation industry, from the investigation of an aviation mishap through final judgment. Our staff includes former professionals in the aviation industry, including an engineer and quality assurance manager.

The attorneys at Goldberg Segalla have provided clients with advice and counsel regarding liability risks, insurance, contractual warranty and indemnity, and other issues related to aviation. Our experience in handling aircraft litigation disputes on behalf of both fixed-wing aircraft and rotorcraft (helicopters) includes claims presented against:

- Aircraft manufacturers
- Component part manufacturers
- Maintenance and repair facilities
- Aircraft owners
- Aircraft operators

- Airport operators and air traffic control
- Pilots
- Mechanics
- Insurance companies

At Goldberg Segalla, we have extensive experience in handling complex litigation in both the state and federal courts involving air crash and other aviation-related mishaps, especially in the defense of personal injury and wrongful death claims. Our reputation for zealous representation and candor enables us to efficiently manage even difficult, high-exposure claims.

CATASTROPHIC PERSONAL INJURY

Our experienced trial lawyers aid clients in some of the highest-stakes personal injury litigation: the defense of catastrophic injury claims. We regularly work with the best available experts in such fields as accident reconstruction, biomechanics, human factors, fire cause and origin, statistics, medicine, vocational rehabilitation and economics in order to build the strongest possible defense. Our attorneys stay current on the science of juror psychology and have experience addressing juror sympathy, and in some cases juror anger, that is often a factor in these cases. When appropriate, we utilize jury consultants and surrogate juries to test and refine our approach before going to trial. We have also employed successful counterstrategies to the increasingly aggressive discovery tactics employed by the plaintiff's bar. Based on our proven track record of success, our experienced trial attorneys have been called upon by both self-insured companies and insurers to defend catastrophic personal injury cases throughout the United States.

CONSUMER PRODUCTS

Goldberg Segalla represents major manufacturers of consumer and household products in national, regional and local litigation, as well as in regulatory and risk prevention forums. We are proud to serve as national counsel for manufacturers of appliances, fans and heaters, electronic products and children's products. We are regularly called upon by our clients who manufacture consumer products, including children's products and other household products that could potentially cause injury to children, to assist them in presenting their position to the CPSC and Health Canada regarding proposed new regulations and requirements, individually and through industry trade organizations.

Our experience includes:

- Representing our clients before the Consumer Product Safety Commission (CPSC)
- Handling all aspects of reporting and compliance related to product recalls
- Successfully bringing Daubert challenges against opposing experts in many jurisdictions
- Defending our clients in litigation in the most dangerous jurisdictions in the country
- Handling litigation in most of the continental United States
- Counseling our clients on litigation risks and regulatory compliance in Canada, Europe and Asia
- Publishing and presenting on these issues to national product liability audiences

By developing an understanding of the design and function of our clients' products, our goal is to face down opposing experts, undermine their methodology and achieve successful outcomes for our clients.

FIRE LITIGATION

Goldberg Segalla serves as national and coordinating counsel for both closely held and Fortune 500 companies whose products have been accused of causing fires. We represent insureds and insurers in fire litigation throughout the United States, including cases involving:

- Large loss subrogation defense
- Arson
- Catastrophic burn injury
- Death actions

Our nationally recognized team of trial lawyers is experienced in the defense of all types of litigation involving and arising out of fire. We have considerable knowledge regarding the investigation of fire claims, having accompanied experts to hundreds of fire scene investigations and product inspections. In fact, the Chair of our Product Liability Practice Group is a Certified Fire and Explosion Investigator (CFEI) — which provides Goldberg Segalla clients the competitive advantage of having on their side fire investigation credentials that often match or exceed those of opposing expert witnesses. Our hands-on approach includes:

- Crawling around and getting our hands dirty at fire scenes whenever possible, so that we are better able to fully and knowledgeably address nearly any detail in the case
- Getting deeply involved with our clients' products so that we have a thorough understanding of product design and function, together with the underlying scientific principals necessary to debunk the "experts" offered by our adversaries
- Maintaining close contact with some of the best defense experts around the country, and teaming our clients with experts who adhere to scientific principles and methodologies
- Confronting so-called "experts" who have less familiarity with our clients' products than we do; at Goldberg Segalla, we are proud to have contributed to numerous publications addressing fire litigation and the exclusion of "junk science" experts

The attorneys at Goldberg Segalla have also served on numerous national committees and organizations dedicated to the defense of fire litigation. They have chaired the Defense Research Institute's Product Liability Committee, its Fire and Casualty Specialized Litigation Group and its Children's Products Specialized Litigation Group, and have also chaired and lectured at the annual seminars of this organization.

INDUSTRIAL PRODUCTS

The attorneys at Goldberg Segalla have broad experience and proven success in defending manufacturers of materials handling products, hauling and loading equipment, cranes, heavy-duty vehicles, industrial/manufacturing machinery, wood-working machinery and steel processing equipment. In fact, we have represented clients around the country in actions alleging defects in lift trucks, haulers, loaders, conveyors and molding machinery, as well as other related products. Our team has also:

- Achieved reported successes including affirmed summary judgment decisions for several manufacturers in the materials handling and industrial equipment fields
- Worked with some of the nation's leading experts in mechanical, electrical and chemical engineering
- Deposed and disqualified many experts offered by plaintiffs

- Published and presented on these issues to national product liability audiences

With our experience in developing product warnings and information, we believe that our attorneys are uniquely qualified to work with leading human factors experts on issues ranging from product literature and warnings to guarding and audible/visual alarms. We have also developed significant familiarity with the standards that apply to the products we defend, working with in-house engineers to learn more about the design and engineering aspects of each product.

SPORTS AND RECREATIONAL PRODUCTS

Our lawyers have a long history in representing designers, manufacturers, distributors and retailers of sporting goods and other recreational products, from the conception of the product through the investigation of an accident to final judgment. Our experience includes providing advice and counsel with respect to:

- Liability risks
- Contractual warranty and indemnity issues
- Insurance
- Other issues related to product safety

We recognize that the defense of a sports and recreational product claim frequently turns on establishing the extent of misuse and abuse of the product at issue. We are experienced in working with experts in different disciplines, including accident reconstructionists, biomechanical engineers, metallurgists, helmet experts, design experts and neurologists/neurosurgeons. As a result, we can quickly assemble a formidable team to refute a plaintiff's claims of defect and causation.

Our attorneys are also influential in the sporting goods industry. For example, Goldberg Segalla was instrumental in the genesis of the ASTM's efforts to develop standards governing the bicycling industry. We assisted in the pooling of the resources and influences of various companies, and approached the ASTM to develop a standard that could provide the bicycling industry with constancy and uniformity. The result was ASTM subcommittee F08.10, which continues its efforts to develop the necessary standards. We are also active in industry trade groups such as Sporting Goods Manufacturers Association, and our attorneys have served as members of the SGMA's Legal Task Force.

Of course, our clients also have access to the attorneys in our renowned Global Risk Management practice group, who can help them proactively confront issues that could impact their long-term business objectives.