

# Helping Clients Navigate

The Fine Line Between Success and Failure

## TRIAL PRACTICE

We are a law firm of business-minded trial attorneys with a proven track record of defending Fortune 500 clients in complex and high-exposure cases across the country.

## CLASS ACTIONS

BSP brings its trial-focused approach to the biggest class actions and mass actions, deploying its deep bench to defend clients in a range of industries.

## COMPLEX BUSINESS LITIGATION

Combining practicality, aggression, and proportionality to craft effective strategies for a broad range of business disputes, BSP is ready to go the distance and poised to drive more favorable outcomes along the way.

## CRITICAL MOTIONS & APPEALS

BSP uses dispositive motions, *Daubert* challenges, and other strategic motions to earn decisive victories at any phase of litigation. When it needs to, BSP is also ready to take the fight to appellate courts.

## NATIONAL DISCOVERY & eDISCOVERY

National Discovery Counsel for a major automotive manufacturer for 2 decades. BSP leverages technology and extensive discovery knowledge to efficiently handle large-scale eDiscovery matters.

## PRODUCT LIABILITY DEFENSE

BSP has successfully defended more than 200 catastrophic product liability cases across the country.

## CYBERSECURITY & EMERGING TECHNOLOGIES

BSP uses its experience and technical knowledge to counsel clients on emerging technologies and assist clients addressing cybersecurity and autonomous vehicle matters.

## REPRESENTATIVE CLIENTS

### AUTOMOTIVE / TRUCKING

- Daimler Trucks North America
- Ford Motor Company
- Mercedes-Benz USA
- Stellantis
- Roush Industries
- U-Haul International
- Nissan North America

### FINANCIAL / INSURANCE

- FDIC
- KeyBank
- Transamerica Life Companies
- Nationwide Insurance
- Meadowbrook Insurance Group
- Prudential Insurance

### RETAIL / TECHNOLOGY

- PulteGroup
- FordDirect
- Merck
- Coca-Cola
- Kroger
- SAS Institute
- 123.Net

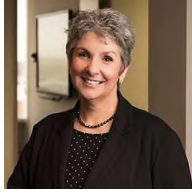
## BSP IS PROUD TO BE

- Ranked in Chambers and Partners 2022 USA Guide for Product Liability: Automobile (Nationwide) and Litigation: General Commercial (Michigan)
- Midsize Mansfield Rule 2022-2023 Law Firm Participant
- The Trial Network's Michigan Firm
- National Coordinating and Trial Counsel – major automotive manufacturer
- A Sustaining Member of PLAC
- Named PulteGroup's Law Firm of the Year
- The National Association of Minority & Women Owned Law Firms' Law Firm MVP
- The largest certified woman-owned litigation firm in Michigan



## BSP'S LEADERSHIP TEAM

BSP's team includes graduates of America's best law schools, former clerks from federal and state courts, and veterans of some of the country's top law firms. They're supported by skilled trial and discovery paralegals. Our diverse team is led by the following leadership team:



### **Cheryl A. Bush**

University of Michigan Law School  
Cheryl has obtained exceptionally positive results for clients, including Fortune 500 companies, by winning 95.97% of her jury trials



### **Patrick G. Seyferth**

University of Michigan Law School  
*Clerkship:* U.S. District Court for the Eastern District of Michigan



### **Moheeb H. Murray**

University of Michigan Law School  
Recipient of Oakland County Bar Association's Distinguished Service Award and Vice President of the Muslim Bar Association



### **Stephanie A. Douglas**

University of Michigan Law School  
*Clerkships:* U.S. Court of Appeals for the Sixth Circuit & U.S. District Court for the Eastern District of Michigan



### **Roger P. Meyers**

University of Michigan Law School  
*Clerkship:* U.S. Court of Appeals for the Sixth Circuit



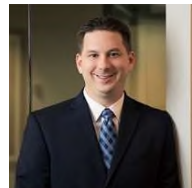
### **William E. McDonald, III**

The Ohio State University Law School  
Bill has experience working in-house at two Fortune 500 companies



### **Amy Bice Larson**

Brigham Young University J. Reuben Clark School of Law  
Licensed and active in both Michigan and Texas



### **Derek J. Linkous**

Northwestern University School of Law  
*Clerkships:* U.S. Court of Appeals for the Fifth Circuit & U.S. Court of Appeals for the Sixth Circuit



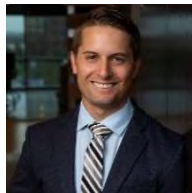
### **Justin B. Weiner**

The University of Chicago, The Law School  
*Clerkships:* U.S. Court of Appeals for the Seventh Circuit & U.S. District Court for the Northern District of Illinois



### **Susan M. McKeever**

Villanova School of Law  
*Clerkships:* U.S. District Court for the Eastern District of Michigan & U.S. District Court for the District of New Jersey



### **Andrew M. Mast**

Wayne State University Law School  
Inclusion in *The Best Lawyers in America*© *Ones to Watch:* Product Liability Litigation



### **Bishop A. Bartoni**

Michigan State University Detroit College of Law  
*Clerkship:* State of Michigan 16<sup>th</sup> Judicial Circuit Court



### **Alison H. Rodney**

Wayne State University Law School  
*Clerkship:* U.S. District Court for the Eastern District of Michigan

## ABOUT BSP

The trial attorneys at Bush Seyferth PLLC win lawsuits in courtrooms across the country – with trial skills second to none. Some of America's best-known companies look to BSP to represent them in catastrophic injury cases, class actions, complex business litigation, and appeals.



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