

# Some Play Checkers, Others Chess

We Stay One Move Ahead

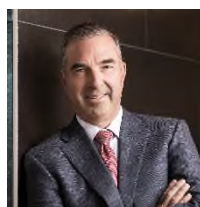


## PRODUCT LIABILITY OVERVIEW

BSP's Product Liability team has significant trial experience and successes representing major manufacturers in complex tort and product liability cases in nearly every state and internationally. Our team has successfully handled cases involving a variety of product liability, toxic tort, and personal injury litigation claims. BSP is particularly known for its strength in the product-liability sphere, especially in the automotive sector. The firm was indeed founded on the strength of its product-liability work, representing all three of the "Big 3" auto makers and other major manufacturers. Beyond autos, the firm has represented a diverse group of products manufacturers, including appliances, asbestos, chemicals, food products, medical devices, and consumer products.

BSP has developed extensive subject-matter expertise in advanced automotive technologies, including involvement in the regulatory space and development of legal and factual defenses to litigation.

## PRODUCT LIABILITY: CORE TEAM



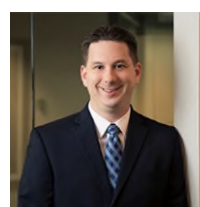
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**William E. McDonald, III**  
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Recognized as DBusiness Top Lawyer 2023

## TYPES OF PRODUCTS DEFENDED



Appliances



Automobiles



Asbestos



Chemicals



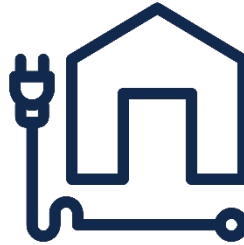
Connected Products



Consumer Products



Food Products & Packaging



Household Appliances



Medical Devices & Equipment



Pharmaceuticals

## PRODUCT DEFENSE CAPABILITIES

- Grasp complex science and engineering concepts related to product design, development, testing, and manufacturing
- Analyze regulatory aspects of product design, development, manufacturing, and distribution
- Defend claims regarding product design process and decision making
- Develop due-diligence product facts
- Analyze and defend product performance
- Tailor fact investigation to the defense strategy
- Defend claims regarding product warnings
- Understand medical issues surrounding liability and damage claims
- Defend adverse or improper discovery requests
- Prepare corporate and expert witnesses for testimony
- Depose opposing experts, in depositions and trial
- Conduct jury research, mock trials and detailed case theme development to support favorable trial outcomes

## EXPERIENCE

- Significant trial experience and successes representing major manufacturers in complex tort cases in over 30 states
- Successfully handled cases involving a variety of product liability, toxic tort and personal injury litigation claims
- In mediations and facilitations, the strength of our coordinated team effort has positioned our clients to achieve favorable settlement results in high exposure cases
- As national counsel for air bag product liability claims for one automaker, BSP Law has defended and favorably resolved numerous product liability matters, including more than a dozen involving Takata air bag allegations.
- As lead class, trial counsel, and discovery counsel in nationwide class actions, our team has secured favorable results, ranging from voluntary dismissals to precedential rulings on appeal.