

Tel/Fax: 218.930.6851
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Related Services

Advanced Technologies

Heavy Truck Litigation

National Coordinating Discovery

Product Liability

Education

J. Reuben Clark Law School, Brigham Young University J.D., *magna cum laude*, 2003

Brigham Young University, B.A. Political Science, 1999

Court Admissions

Michigan State Courts

Texas State Courts

United States District Court for the Eastern District of Michigan

United States District Court for the Eastern District of Texas

United States District Court for the Northern District of Texas

United States District Court for the Southern District of Texas

United States District Court for the Western District of Texas

Amy Bice Larson *Member*

Amy Bice Larson, licensed and active in both Michigan and Texas, has extensive experience in product liability cases. Her practice focuses on handling catastrophic cases involving product liability. She represents clients at all stages of litigation, from coordinating complex discovery as national counsel for a major automotive manufacturer through representation at trial. Additionally, she has counseled clients in matters involving federal agencies, including the Federal Trade Commission and the National Highway Traffic Safety Administration. In addition to her legal practice, Amy serves as the firm's DE&I Director. She is a regular contributor and participant in panels and events for diversity, equity and inclusion in the legal industry. She is passionate about the firm's measurable commitment to diversity, equity and inclusion.

Representative Matters

Product Liability

- Won appeal in the Ninth Circuit in the first federal appellate ADAS failure-to-perform case, affirming summary judgment for a heavy-truck manufacturer.
- Secured summary judgment for a major automotive manufacturer in a wrongful death lawsuit involving product liability claims.
- Co-counsel in a Texas federal court jury trial on behalf of automotive manufacturer involving catastrophic injuries to minor passenger in an SUV and claim of restraint system defect: No cause.
- Assisted in Arizona jury trial on behalf of automotive manufacturer involving severe injuries to driver of a pickup truck and claim of sensing system defect: No cause.
- Currently serving as lead national air bag coordinating counsel for a major OEM.
- Prepared and conducted dozens of 30(b)(6) depositions and expert depositions for major companies, including major OEM clients.
- Serves as national discovery counsel for a major automotive manufacturer.
- Successfully argued numerous motions for protective order regarding the scope of depositions of corporate representatives, including orders to prevent deposition of apex-level executives.
- Obtained an order for trade secret protection of highly proprietary manufacturer product data in a product liability action in Texas.
- Negotiated terms of complex protective orders, including special orders to protect highly confidential financial information.
- Assisted in managing and resolving multi-year, large-scale federal investigation response for Fortune 500 company involving cybersecurity practices.

Professional Memberships & Activities

American Bar Association, *Member*
Association of Defense Trial Attorneys, *Mentorship Committee Vice-Chair and Sustaining Member*
Defense Research Institute, *Member*
Houston Bar Association, *Member*
Houston Bar Foundation, *Fellow*
Lawyers for Civil Justice, *Discovery Committee, Expert Evidence Committee*
Product Liability Advisory Council, *Member, Membership Committee*

Honors & Leadership

Benchmark Litigation, *Litigation Star* (2026)
The Best Lawyers in America: Product Liability Litigation – Defendants (2022 – present)
National Truman Scholar

Publications & Presentations

- "Hot Takes from the Bench: Rulings on Emerging Automotive Technology, Experts, and Recent Holdings," DRI Strictly Automotive Seminar, *Moderator* (2026)

Amy Bice Larson *Member*

- "Heavy Trucks—They Aren't Just 'Big Cars': The Unique Challenges of ADAS and Product Defect Litigation in Heavy Trucking," PLAC Fall Conference, *Moderator* (2024)
- "Wellness, Mental Health, and the Law," *Behind the Lines: The Houston Lawyer Podcast*, panelist (2023)
- "Navigating the Phantom 'Defect' Claim" *DRI For the Defense,* co-author (2022)
- "Pedestrian Detection Technology," presented to American Bar Association Motor Vehicle Product Liability Litigation Conference (2022)
- "Products PAC CLE: The Floodgates Open: Product Liability Jurisdiction After Ford v. Montana," Panelist, NAMWOLF Driving Diversity Leadership Conference (2022)
- "Transitioning from Words to Action: Practical Steps for Moving Your Firm's Diversity, Equity, and Inclusion Efforts in the Right Direction" presented to Trial Network In-House and Outside Counsel: In Sync and In Person (2021)
- "Words Matter: Understanding the Significance of Pronouns" The Federal Lawyer, Volume 68, Issue 5, co-author (2021)
- "Total Recall: Navigating the Phantom 'Defect' Claim" presented to DRI Strictly Automotive Seminar (2021)
- "Diversity: From Adversity to Unity" presented to Michigan Lawyers Weekly Webinar (2021)
- "Securing Future Vehicles: Cybersecurity Product Design and Litigation Update" presented to DRI Product Liability Conference (2018)
- Chapter 5, "Corporate Ethics: The Role of Internal Compliance Programs Under the U.S. Sentencing Guidelines," co-author. *Understanding How Issues in Business Ethics Develop,* Basingstoke: Palgrave (2002)
- "Political Parties, Candidates, and Presidential Campaigns: 1952-1996," co-author. *Presidential Studies* (1996)

Community Involvement

- Served as treasurer for the campaign of a successful judicial candidate for the Texas First Court of Appeals.

Personal

Traveled to over 25 countries and visited 49 of the 50 states.
Amy lives in Houston, Texas, with her husband and two sons.

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Bush Seyferth PLLC