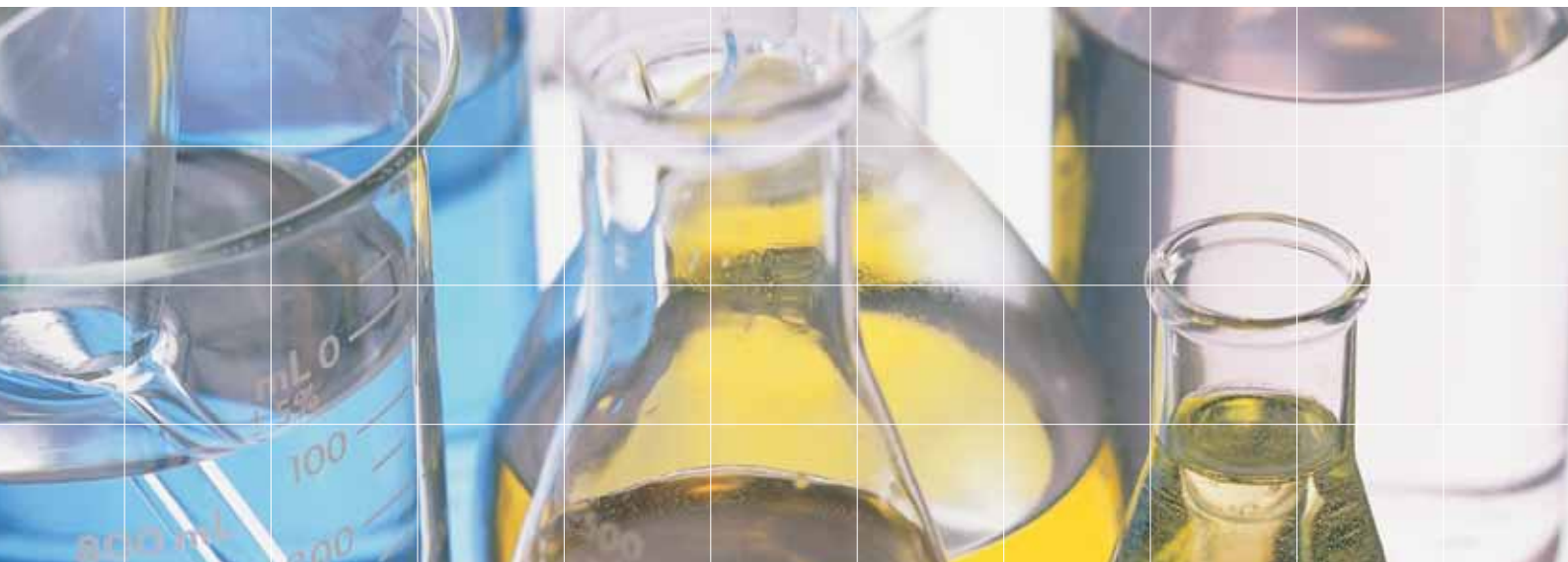




One Firm WorldwideSM



EUROPEAN PRODUCT LIABILITY AND RECALL PRACTICE

As government regulation becomes more stringent, product recall seems an increasingly common event. It can be damaging to a company's reputation and expensive to its bottom line. Its siblings—civil and criminal product liability—can follow when a product has caused injury or damage to the property of others.

The perceived trend in Europe towards greater regulation under the Product Liability Directive and REACH will likely bring in its wake greater risk of liability, or at the very least greater investigative-agency intervention. This has been the trend in the United States.

A well-run manufacturer or distributor should seek to prepare to respond to such issues and be able to react quickly and effectively should they arise. With

multiple offices across Europe as well as the US and Asia, and frontline experience with worldwide product recalls, Jones Day can help.

THE PRODUCT LIABILITY AND RECALL PRACTICE AT JONES DAY

In Europe, our lawyers act on behalf of manufacturers and distributors in the major jurisdictions, including Belgium, France, Germany, Italy, Spain and the UK. Jones Day is regularly called upon to provide advice on product recalls across Europe and has acted for clients in numerous out-of-court settlements and reported cases following allegations of product defects and contamination asserted by both government agencies and private consumers. Better-known



The perceived trend in Europe towards greater regulation under the Product Liability Directive and REACH will likely bring in its wake greater risk of liability, or at the very least greater investigative-agency intervention. This has been the trend in the United States.

clients include Brunswick Corporation, Crown Packaging, Danone, Établissement Français de Sang, Exide, IBM, Mentor Deutschland GmbH, Renault, Rust-Oleum, Toyota and Wavecom S.A.

In the United States, the Firm represents numerous household-name product manufacturers in dozens of matters in both state and federal courts. Clients include Bridgestone Firestone, Dole, IBM, Mattel, R.J. Reynolds and Sherwin-Williams.

Areas where Jones Day may be able to assist include:

- When a local government agency investigates a company's products, Jones Day can advise on how the company can work with that government agency as efficiently as possible and remedy any issues that may arise. Jones Day can also act on the company's behalf in bringing or defending related claims. In addition, we can advise on the availability of insurance coverage.
- When a company's product injures a consumer, Jones Day can assist in the resolution of disputes and work to prevent such problems from occurring again.
- When a company plans to distribute its products in an unfamiliar market, Jones Day can advise on the relevant national and European legislation and how the company can ensure compliance.
- When a problem has arisen and a regulatory agency has become involved, Jones Day can advise in relation to the establishment of good manufacturing practices and product-integrity testing regimes, such as are increasingly required. We have substantial experience with the related issues of product labelling, warnings and disclaimers, as well as human factors, toxicology, statistics and medicine.

Jones Day can also advise clients in relation to the environmental issues that can arise in the disposal of contaminated products.

OUR COMMITMENT TO CLIENTS

Dedication to Your Interests: At Jones Day, we are proud of our commitment to serve our clients' legal needs, even in the most difficult situations and in the most hostile environments. Jones Day has steadfastly represented numerous unpopular or even demonized clients in the courtroom, in the media and in agency proceedings.

Solving Your Problems: Our aim is to help sophisticated clients solve product liability problems as quickly and effectively as possible. We encourage open, frank discussion with clients about case strategy, staffing and budgeting.

A Unified, Firmwide Team: Unlike many law firms, Jones Day operates as a single, integrated partnership throughout the world: a client in one office is a client of all our offices. We are able to call on lawyers from any of our offices to meet our clients' needs. Our approach not only provides you with a wealth of knowledge, experience and creativity, but also fosters a well-coordinated and cohesive defence strategy. Because lawyers from our various offices have extensive experience working together, our partners and associates know each other and know how to function as a team, with each other and with the client. Our partners also maintain close professional relations with firms in numerous other jurisdictions, to give our clients access to an even more extensive network around the world.

ADDITIONAL INFORMATION

If you would like to learn more about how Jones Day can help your company meet the challenges posed by product liability, please contact your principal Firm representative or one of the lawyers listed in this publication. General email messages may be sent using our "Contact Us" form, which can be found at www.jonesday.com.



A well-run manufacturer or distributor should seek to prepare to respond to product liability issues and be able to react quickly and effectively should they arise.

LAWYER CONTACTS

BRUSSELS

32.2.645.14.11

Sébastien Champagne

schampagne@jonesday.com

LONDON

44.20.7039.5959

Ian F. Lupson

iflupson@jonesday.com

MUNICH

49.89.20.60.42.200

Thomas C. Mahlich

tmahlich@jonesday.com

PARIS

33.1.56.59.39.39

Laurent Martinet

lmartinet@jonesday.com

JONES DAY GLOBAL LOCATIONS

ATLANTA

BEIJING

BRUSSELS

CHICAGO

CLEVELAND

COLUMBUS

DALLAS

DUBAI

FRANKFURT

HONG KONG

HOUSTON

IRVINE

LONDON

LOS ANGELES

MADRID

MEXICO CITY

MILAN

MOSCOW

MUNICH

NEW DELHI

NEW YORK

PARIS

PITTSBURGH

SAN DIEGO

SAN FRANCISCO

SHANGHAI

SILICON VALLEY

SINGAPORE

SYDNEY

TAIPEI

TOKYO

WASHINGTON