

Consumer Product Safety Regulation

Your brand and reputation are built on trust—and product safety is fundamental to preserving both. Companies operating in today’s highly regulated marketplace need experienced counsel who understand the regulatory landscape and can support them every step of the way.

About

Our consumer product safety team protects our clients’ brands by ensuring they meet applicable federal and state safety standards, including requirements under the Consumer Product Safety Act (CPSA) and related regulations.

We help clients design practical internal compliance programs and respond quickly and discreetly to incident investigations, potential hazards, and product defects—mitigating risk before issues escalate and protecting relationships with consumers and regulators.

Protecting Consumer Loyalty and Confidence

We work with a broad range of clients—including Fortune 500 companies, global manufacturers, distributors, and retailers—on consumer product safety matters spanning the full product lifecycle, from designing and implementing compliance programs to counseling on reporting obligations, guiding corrective actions such as incident investigations and recalls, and responding to Freedom of Information Act requests that frequently arise in the wake of product recalls and related class actions.

CPSC Compliance Programs & Reporting Obligations: We develop and implement internal compliance programs designed to reduce regulatory and litigation risk, and we advise on complex questions of how and when potentially hazardous consumer products must be reported to the Consumer Product Safety Commission (CPSC). Our longstanding experience working with CPSC-covered companies and CPSC compliance staff provides practical insight as clients seek to balance product safety goals with regulatory obligations.

We advise on compliance with the information sharing agreement between CPSC and U.S. Customs and Border Protection, under which the agencies share information about the safety of imported consumer products. We help clients navigate detention procedures and secure the timely release of goods at the Commercial Targeting and Analysis Center.

Product Safety and Chemical Regulatory Counseling: We counsel businesses on emerging and evolving regulations enforced by agencies such as CPSC, the Food and Drug Administration, and the Federal Trade Commission, including compliance with warnings and labeling standards. We help clients participate in voluntary and mandatory industry standard-setting initiatives and advocate on their behalf in connection with proposed regulatory changes or industry standards.

Our team advises on federal and state chemical regulations, including the Toxic Substances Control Act, California Proposition 65, and similar programs that impose bans, reporting mandates, and labeling requirements. We analyze toxicological data and develop compliance strategies to help

clients keep pace with the ever-expanding scope of chemical and product regulations.

Rapid Response for Product Safety Emergencies and Recalls

Potential product safety issues require prompt, coordinated action. We mobilize right-sized, multidisciplinary teams to deliver strategic counsel on matters including CPSC investigations, voluntary and mandatory recalls, and post-recall class action defense.

Consumer Product Incident Reports, CPSC Recalls & Post-Recall Litigation Defense: We evaluate and respond to consumer incident reports, including submissions to the CPSC [SaferProducts.gov](https://www.saferproducts.gov) database, and advocate before CPSC staff during recall negotiations to develop cost-effective communications and remediation programs. We also coordinate with foreign counsel to address any international reporting obligations.

Throughout the lifecycle of a potential safety issue, we provide defense strategies designed to safeguard corporate interests, maintain business momentum, and mitigate litigation risk, including product liability claims and consumer class actions.

Related Services

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Contacts

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