



Laurence J. Lasoff

Of Counsel

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About

Leveraging four decades of experience; enduring and productive relationships with clients, regulators, and policymakers; and insights and perspectives that only come with immersive subject matter knowledge, Larry Lasoff is an invaluable strategist and counselor for clients navigating the complex landscape of international trade and customs.

In his current of counsel role, Larry works closely with clients and colleagues to develop holistic compliance, regulatory approval, and policy advocacy approaches to address a wide range of urgent business and trade challenges and chart a course for achieving long-term goals.

Throughout his accomplished career, Larry has guided clients through dramatic and paradigm-shifting changes in the political, economic, and legal environments that intersect with international trade. He has a comprehensive understanding of a wide range of heavily regulated industries that depend on seamless global commerce for their operations and success. Developing a deep knowledge of each client's business, products, and markets, Larry has worked closely with clients in the steel, high-performance materials, aerospace, manufacturing, and defense industrial base sectors.

Larry's experience extends to every aspect of international trade, commerce, customs, and supply chain issues. In the regulatory arena, Larry has represented U.S. importers in customs administrative and enforcement proceedings, as well as U.S. firms seeking export licenses for complex international projects in the defense and aerospace industries. He has counseled U.S. and foreign companies seeking to bring their internal import/export systems into compliance with U.S. customs and export control regulations and U.S. companies seeking to improve their access to foreign markets.

Larry also advises coalitions of U.S. manufacturers seeking to protect U.S. markets from unfair import competition and represents trade and industry associations on regulatory and legislative issues. He is involved in managing the government relations and public policy challenges faced by U.S. companies and industry trade associations.

His deep understanding of the industries he has represented for decades in international trade disputes, combined with his insight and experience with federal regulation and oversight, formed the foundation of Larry's effective advocacy. He is particularly adept at counseling clients on the sensitive issues surrounding potential bans or use restrictions (both domestic and international) on

certain products or practices, as well as meeting global supply chain challenges.

As an adjunct to his trade and customs practice, Larry advises animal-use industries in the luxury apparel areas on how to navigate concepts like sustainability, forced labor, and environmental compliance in an evolving global trade environment.

Prior to joining the firm, Larry served during the Carter Administration as the executive assistant to the Under Secretary of Commerce for International Trade. Previously, he worked as an international trade specialist in the Department of Commerce, Bureau of East-West Trade, with responsibility for both promoting commercial relations with the communist world and controlling exports for national security purposes.

Experience

Steel, Super Alloys and General Manufacturing

Throughout his legal career, Larry has helped U.S. manufacturers, particularly companies that produce specialty metals, steel and other critical materials, enhance their competitiveness through the successful prosecution of trade remedy actions; the enactment and implementation of laws that incentivize the sourcing of critical materials domestically; and the establishment of compliance programs that enable companies to export and import their products legally and, where possible, to structure their transactions so as to minimize regulatory costs. Examples of Larry's representative work in steel, super alloys and general manufacturing include:

- Represented U.S. super alloys and titanium manufacturers before Congress and the Executive Branch on defense and trade-related issues, including the domestic sourcing requirement on specialty metals, which has been in place since 1973.
- Represented U.S. specialty steel manufacturers and unions in more than two dozen successful trade cases under the antidumping, countervailing duty and safeguard laws. Developed a training program for U.S. Customs officials charged with implementing the remedies resulting from these cases.
- Served as lead counsel to U.S. television manufacturers and unions in a successful antidumping case against imports of Chinese color televisions. The case received prominent coverage on *CNN*, *CBS* and other national news media outlets.
- Represented U.S. importers of steel and petroleum products in Customs audits, forfeiture and penalty proceedings arising out of the misclassification of imports or the submission of improper documentation. The proceedings have concluded with the substantial reduction or elimination of penalties or the remission of forfeitures.
- Counsels U.S. exporters of manufactured products on their regulatory obligations with respect to defense and dual-use export controls and a variety of U.S. sanctions.

Fashion and Consumer Goods

Larry guides luxury apparel producers, consumer goods manufacturers and retailers through complex trade rules and restrictions in order to successfully import and export products and services. He specifically advises companies on how they can minimize their liabilities and lower their costs through proper applications of the customs laws of the U.S. and other countries. Examples of Larry's representative work in fashion and consumer goods include:

- Represented the outdoor power equipment industry in securing permanent tariff cuts in overseas markets during the various rounds of multilateral and bilateral trade negotiations. Also represented the same industry in challenging proposed European legislation and technical standards that impede U.S. exports of outdoor power equipment products.
- Represented U.S. importers of food, tableware, furniture, toys and other consumer products in Customs audits, forfeiture and penalty proceedings arising out of the misclassification of imports or the submission of improper documentation. The proceedings have concluded with the substantial reduction or elimination of penalties or the remission of forfeitures.

Animal Law

Larry offers years of experience representing clients and associations who face scrutiny from animal rights activist groups, federal and state government agencies, the media and the general public. He provides legal, political and public relations support in response to increased legislation and regulatory pressure. He also has represented these groups in court challenges that target their business interests. Examples of Larry's representative work in Animal Law includes:

- Represented animal-use industries in connection with market access issues arising out of domestic and international animal welfare regulations, including regulations involving the Fish and Wildlife Service, the Animal Plant Health Inspection Service, the Center for Disease Control and the Federal Trade Commission.
- Represented various U.S. animal-use industries in helping to enact the Animal Enterprise Terrorism Act, which was signed into law by President Bush in November 2006. The law has become the single most effective law enforcement tool in deterring extremist attacks against animal enterprises.
- Counseled animal-use groups on the development of animal welfare certification and traceability programs designed to enhance consumer acceptance of their products.

Honors

Recommended in *US Legal 500* for his work in the International Trade area, 2015.

The Best Lawyers in America® (Woodward/White, Inc.), International Trade and Finance Law, 2013-2023 and 2026.

Recognized as a leading attorney in International and Government Relations practice areas by Washington D.C. *Super Lawyers*, 2016-2020 and 2022-2026.

Named as a recognized practitioner by *Chambers USA* in the International Trade: Customs area, 2016-2022.

Named as a recognized practitioner by *Chambers Global* in in the International Trade: Customs area, 2020-2023.

Listed as a top attorney in the International Trade area in the *International Who's Who in Trade & Customs Lawyers*, 2014.

Recognized as a leading international trade lawyer in Legal Media Group's *Expert Guide to the World's Leading Lawyers*.

Affiliations

Industry Trade Advisory Committee on Consumer Goods: Advisor on Trade Negotiations, Department of Commerce and Office of U.S. Trade Representative

Industry Trade Advisory Committee on Customs

Related Services

Animals

Customs

Fashion and Retail

Government Relations and Public Policy

International Trade

Manufacturing

Market Access

Waterways

Trade Associations

Trade Policy

Trade Remedies (AD/CVD/Safeguards)

Education

The George Washington University Law School, J.D., 1982

Johns Hopkins University, School of Advanced International Studies, M.A., 1974

Columbia College, Columbia University in the City of New York, B.A., 1972

Admissions

District of Columbia, 1982

Courts

U.S. Court of International Trade