



firm profile

McMillan is a modern and ambitious business law firm serving public, private and not-for-profit clients across key industries in Canada, the United States and internationally. With recognized expertise and acknowledged leadership in major business sectors, we provide solutions-oriented legal advice through our offices in Vancouver, Calgary, Toronto, Ottawa, Montréal and Hong Kong. Our firm values – respect, teamwork, commitment, client service and professional excellence – are at the heart of McMillan's commitment to serve our clients, our local communities and the legal profession. For more information, please visit our website at www.mcmillan.ca.

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product liability

overview

The vast majority of manufacturers, importers, distributors and retailers do their utmost to ensure the products they make or sell are safe. But not every product can be guaranteed absolutely safe.

When a product causes injury or personal loss, the consequences can be far-reaching. Individual lawsuits or class actions can cause considerable disruption to the bottom line, while tarnishing even the strongest brands.

McMillan's Litigation Group has extensive product liability litigation experience across a wide range of industry sectors. Our lawyers have achieved international recognition for their expertise in defending product liability suits and class actions. Our unparalleled strength and depth in this area has also been recognized by the world's leading manufacturers and distributors, who regularly retain us to defend their products and their brands.

With expert legal counsel, companies across the entire supply chain can mitigate and defend against a wide range of product liability issues. They need legal advice from experts who have proven product litigation experience and understand the regulatory environments that govern specific industries such as pharmaceuticals, medical devices, food and other specialty products.

When appropriate, our product liability teams work collaboratively with our industry specialists and lawyers in our class action practice. As a firm, we are committed to delivering creative solutions that help clients successfully defend against—or ideally, avoid—costly and damaging liability cases.

McMillan professionals help clients lead by:

- Advising on industry-specific or general compliance and regulatory issues
- Assisting with product recalls and crisis management
- Defending against libel, slander and improper claims
- Helping assess potential financial and enterprise risks
- Advising on and negotiating settlements
- Prosecuting counterclaims for product tampering or extortion