

# Sarah Carlson

## Partner



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St. Louis

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## Overview

Sarah Carlson is a partner in Dentons' Litigation & Dispute Resolution and Consumer Products Representation and Services practice groups, and serves as Commercial Litigation Diversity Partner. She is highly regarded for her competence and outstanding legal skills, including her writing, substantive legal knowledge, oral advocacy, strategic thinking and judgment. Based on her proven record, she routinely leads lawyer teams handling complex, high-stakes litigation.

Sarah represents manufacturers, importers, distributors and retailers of consumer products in litigation and regulatory matters involving the US Consumer Product Safety Commission (CPSC) and consumer product safety laws. She assists clients with managing product recalls and the development and implementation of consumer product safety programs that meet compliance obligations. Sarah is a member of the International Consumer Product Health and Safety Organization (ICPHSO), and has been a featured speaker/moderator at the ICPHSO annual symposium on multiple occasions.

Sarah also represents clients in litigation and regulatory matters involving advertising and marketing laws, including matters before the Federal Trade Commission (FTC) and the National Advertising Division (NAD). Her experience involves counseling clients on advertising regarding consumer and business products. Such products have included, but are not limited to, nutritional, cosmetic, food and beverage, and cannabis products.

Sarah has extensive experience and a winning record in representing clients (including, but not limited to, consumer product manufacturers, food and beverage manufacturers and insurance entities) in pre-litigation disputes and complex class action matters.

Sarah is an expert in consumer products, advertising law, and the Internet of Things (IoT), and is often invited to speak or write on these topics from a regulatory and litigation perspective.

## Recognition

### Honors and Awards

- Sarah was selected as a 2020 Diversity and Inclusion Awards honoree by *Missouri Lawyers Media*. The

peer-nominated award highlights lawyers, firms and organizations who significantly advance diversity, inclusion and the dignity of all people in Missouri's legal profession as well as in communities in which exceptional legal work helps to achieve justice for all.

- Under Sarah's leadership, Dentons' St. Louis office won the "2017 St. Louis Pro Bono Challenge," performing 2,097.5 hours of pro bono work in 2017 for an average of 55.2 hours per lawyer. This annual competition tasks St. Louis-area law firms with providing pro bono services throughout the community. In 2018, Sarah accepted the championship trophy on behalf of Dentons.

## Insights

- Co-author, "The FTC sends a holiday warning with Operation CBDeceit - so be good for goodness sake!," Dentons client alert, December 23, 2020
- Co-author, "Connected Living and IoT Litigation, Product Liability, Consumer Protection, Privacy and Other Legal Issues: an American and Canadian Comparative Perspective," Practising Law Institute, January 2020
- Co-author, "Examining California's Recent "Slack Fill" Law and Litigation ," Dentons client alert, April 5, 2019
- Author, "'Tag You're It': Regulatory Insight and Predictive Value of a National Advertising Division Decision," *St. Louis Bar Journal*, Fall 2013

## Activities and Affiliations

### Community Involvement and Pro Bono

- St. Louis Downtown Children's Center - past president, board of directors (2015–2017)
- Contemporary Art Museum St. Louis - member, board of directors (2011–2015); previous member, Education Committee
- Dentons Pro Bono Committee

### Presentations

- Co-presenter, "Understanding FDA, EPA and FTC Standards for Substantiating Product Claims in the Age of COVID-19," Dentons webinar, May 8, 2020
- Chair, "Connected Living and IoT Litigation – Product Liability, Consumer Protection, Privacy and Other Legal Issues: an American and Canadian Comparative Perspective," Practising Law Institute (PLI), December 5, 2019
- Featured moderator, "Agencies Stand United for Consumer Product Safety - Evolving Approaches for Innovation & Technology," ICPHSO, Washington DC, February 28, 2019
- Featured speaker and moderator, "The Year in Review - A Civil Penalty Overview in the Wake of Gree, Spectrum Brands and Zen Magnets," ICPHSO, Orlando, Florida, February 20, 2017
- Featured speaker, "Civil Penalties 2016 Spring Training, Know The Strike Zone and Avoid Compliance Misses," ICPHSO, Washington DC, February 29, 2016
- Speaker, Washington University School of Law Professionalism Panel, St. Louis, MO, August 21, 2013
- Featured speaker, "Consumer Product Safety," St. Louis, MO, June 22, 2012

## Areas of focus

## Practices

- Competition and Antitrust
- Corporate Governance
- Litigation and Dispute Resolution
- Consumer Products Representation and Services
- Class Action Defense

## Industry sectors

- Consumer Products
- Cannabis
- Communications
- Food and Beverage
- Government
- Insurance
- Life Sciences and Health Care
- Media, Entertainment and Sports
- Technology
- Product Recalls

## Education

- Washington University in St. Louis School of Law, 2005, JD, associate editor, *Washington University Law Quarterly*
- Duke University, 2002, BA, Political Science

## Admissions and qualifications

- Illinois
- Missouri
- US Court of Appeals for the Fourth Circuit
- US District Court for the District of Colorado
- US District Court for the Eastern District of Missouri
- US District Court for the Northern District of Illinois
- US District Court for the Southern District of Illinois
- US District Court for the Western District of Missouri