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Consumer Product Safety



Dentons counsels and represents manufacturers, distributors and retailers of consumer products before the United States Consumer Product Safety Commission, Health Canada and many other consumer product safety agencies around the world. Rely on our experienced lawyers when faced with the challenges of complying with reporting obligations, regulatory investigations, recalls and civil penalty matters. We can also help you design and implement forward-looking compliance programs promoting consumer safety, customer loyalty and marketplace goodwill.

- **CPSC compliance and reporting:** We routinely assist companies with regulatory compliance, product defect and hazard analysis and reporting requirements. We also provide guidance in connection with a wide range of CPSC inquiries, consumer complaints, reports of harm, case escalations and supplemental reporting.

- **International compliance and reporting:** Our worldwide presence allows us to counsel and represent manufacturers, distributors and retailers all over the world. We also help coordinate with in-country product safety representatives in multiple international locations.

- **Product recalls:** You will benefit from extensive experience with

implementing and expanding product recalls covering a wide variety of products such as household appliances, decorative products, consumer electronics, bicycles, exterior household products, kitchen and bath items, furniture, light fixtures, office supplies, building materials, plumbing products, heating and cooling elements, electrical meters, children's products and





toys. We do this in a manner that helps you serve your customers, minimize business disruption, and reduce potential exposure in products liability and class action lawsuits, and in connection with state attorney general inquiries and state consumer protection laws.

- **Corrective action and reverse logistics plans:** We assist companies with CAP preparation and implementation, including engineering, human factors and other third party expert analysis to best effectuate CPSC approval and to promote consumer safety, customer service and goodwill. We can help you develop and launch reverse logistics plans consistent with the CPSC guidelines for retailers and reverse logistics providers and the CPSC Recall Handbook.
- **Social media and consumer messaging:** We can help you create effective consumer notification and messaging campaigns to ensure compliance with CPSC notification requirements, consistency with CPSC social media guidelines, and to promote customer service and brand loyalty.
- **On-going challenges presented by the CPSIA:** We continue to represent manufacturers, distributors and retailers as they adapt their business operations to remain compliant with the CPSIA, including the establishment or modification of reasonable testing programs.
- **Guidance on general use vs. children's products:** We can help your company identify applicable consumer product safety rules, bans and standards to determine appropriate product classifications and obtain regulatory determinations for the classification of products as general use products vs. children's products.
- **Freedom of Information Act requests and responses:** We assist companies in connection with FOIA responses, including the successful identification and exclusion of proprietary and confidential documents.
- **Product safety programs:** We provide guidance on how to structure and implement consumer product design and development protocols, risk assessments, compliance programs, product classifications, in-house reporting procedures and supply chain management tools to best effectuate regulatory compliance and enhance marketplace goodwill.

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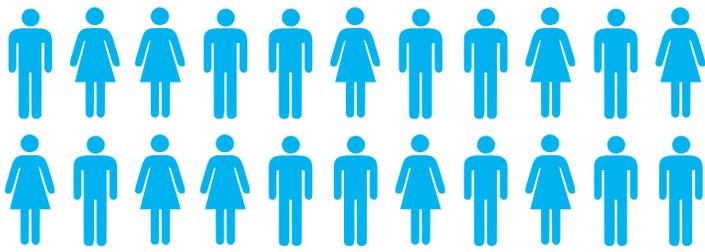


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Dentons in numbers



Lawyers

8,300+

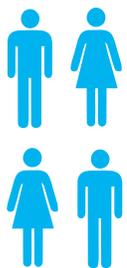
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locations



66

countries



Chambers-rated
lawyers

485+



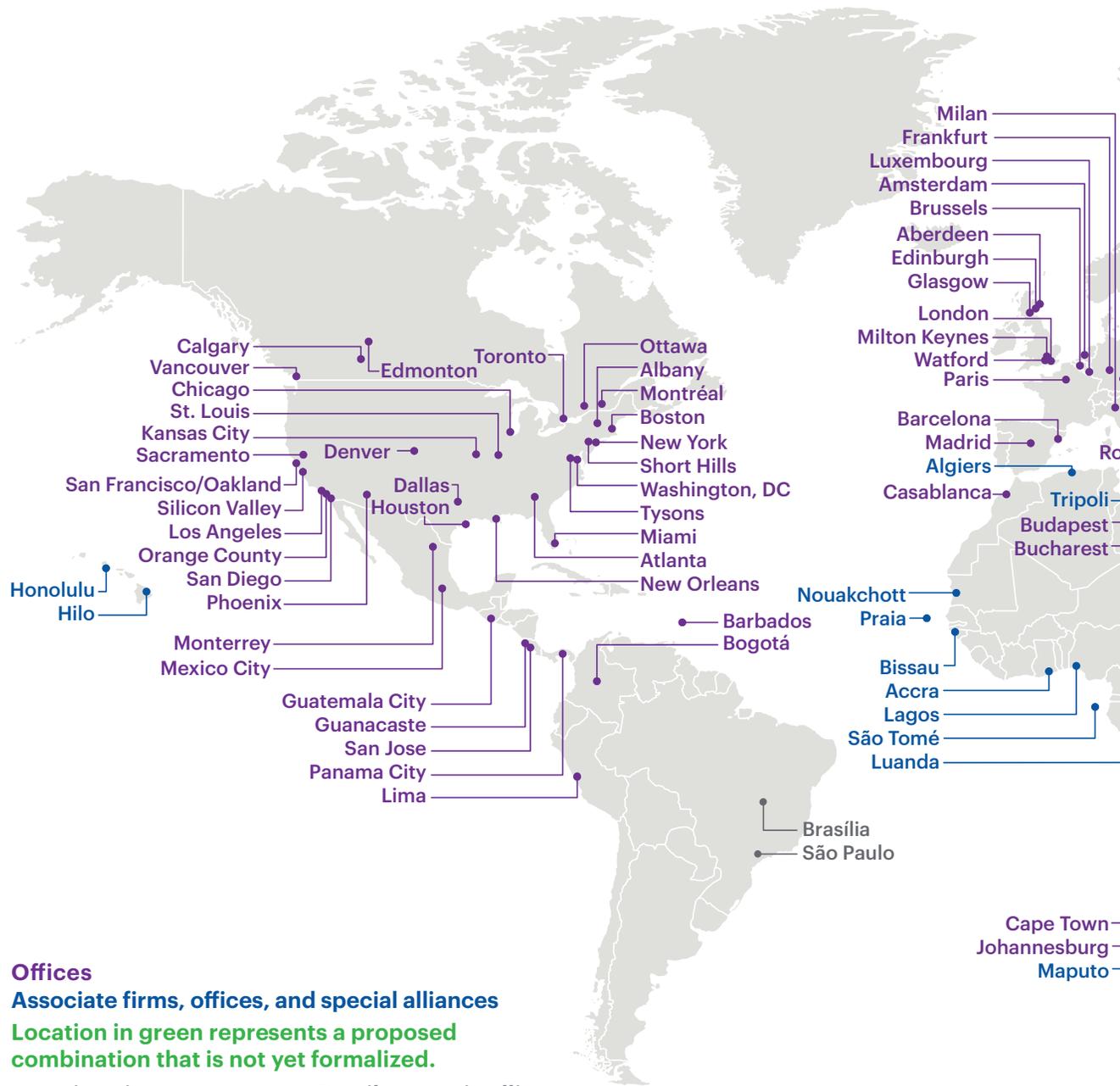
Lexpert-rated
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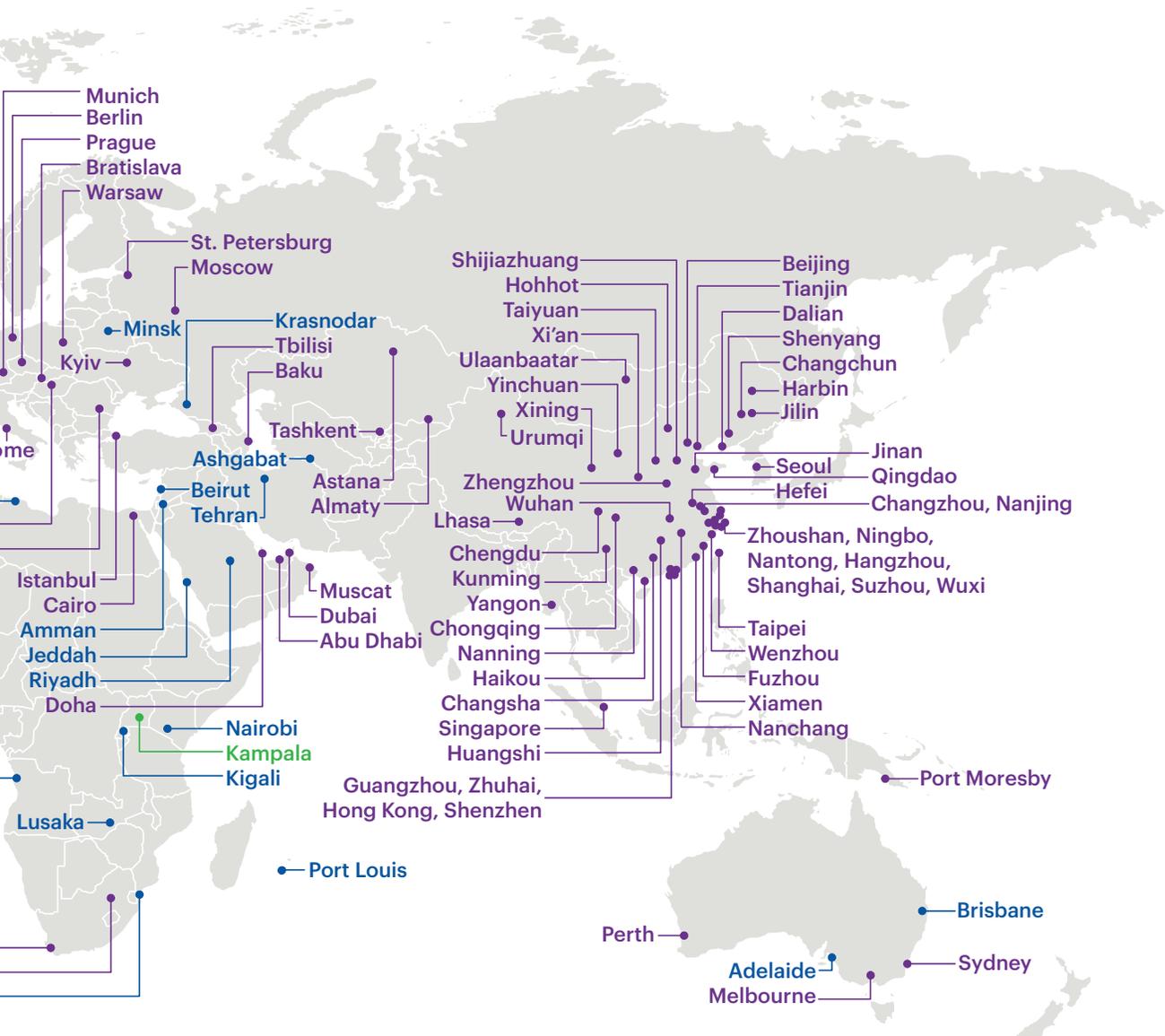
110+



A network of **15** associated
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