



Ronald J. Levine

General Counsel

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Ron Levine is an accomplished litigator with 35 years of experience advising consumer products companies in complex commercial litigation, with a focus on class actions and other multi-party litigation. A pragmatic advisor who helps clients anticipate, minimize and resolve the financial and reputational damage arising from litigation, Ron regularly counsels clients on crisis management strategies, social media and privacy issues, and professional responsibility concerns.

Exceptional client service is a hallmark of Ron's practice. He was one of only 125 U.S. litigators named to BTI Consulting Group's Client Service All-Star list, based upon feedback from corporate counsel at major corporations. For the past four years, Ron has ranked as one of New Jersey's top ten product liability litigators by Chambers USA, and has ranked nationally for product liability and mass torts. In the latest edition of Chambers USA, clients recommend Ron for his "high-level expertise in labeling, food claims and consumer fraud." He is also recognized for his creativity in "thinking about how to approach a case so that it satisfies the client's objectives," and for being "very thorough, very reliable, and can give accurate answers in a pinch."

Ron is also a prolific author, who has written dozens of articles on trial practice, tort law and litigation strategy for a variety of national publications. The New York County Lawyers' Association awarded him the Boris Kostelanetz President's Medal, in recognition of his contribution to Commercial Litigation in New York State Courts, Fourth Edition, a seminal publication about New York State law, legal strategies and the rules of procedure. Ron is also on the Board of Editors of the New York State Bar Association Journal. In addition, Ron serves on the Advisory Board for Rutgers Big Data.

Consumer Products Defense

Ron has extensive experience guiding corporate clients through complex legal challenges involving the manufacturing and marketing of their services and products. Over his 35-year career, he has successfully resolved high-stakes matters in diverse industries, including food and beverage manufacturing, cosmetics, automotive products, pharmaceuticals and telecommunications. A formidable litigator, Ron's reputation is also that of an astute negotiator who can forge mutually beneficial resolutions to consumer product claims. In doing so, Ron espouses the use of the Early Case Assessment framework to evaluate liability, budget for litigation, and determine whether a case is amenable to early resolution.

Focus: Food & Beverage Industry

Many of Ron's clients are leading food and beverage manufacturers that he advises on class action litigations and investigations related to labeling, the Food Safety Modernization Act (FSMA), advertising claims, product recalls, FDA regulations and other concerns. Ron also frequently speaks at industry conferences, where he analyzes legal trends, regulations, and related nutrition and health issues affecting the industry. He is a professor for the Rutgers

University Master of Business and Science Program where he teaches food and cosmetics regulation. He chairs the External Advisory Board of Rutgers University's Institute for Food, Nutrition and Health. Ron is also a member of the Director's Advisory Board of the Rutgers Cancer Institute of New Jersey.

Services

- Litigation
- Business Litigation
- Alternative Dispute Resolution
- Product Liability
- Cybersecurity
- E-Discovery and Data Management
- Sports

Education

- Harvard Law School (J.D., *with honors*, 1977)
- Princeton University (A.B., *summa cum laude*, 1974)
 - Phi Beta Kappa

Accolades



Memberships & Associations

- Product Liability Advisory Council, Inc.
- New York State Bar Association
 - Member, Committee of Communications and Publications
 - Member, Dispute Resolution Section, Committee on Domestic Arbitration
 - Former Chair, Committee on Legal Education and Admission to the Bar
- New Jersey Lawsuit Reform Alliance

- Member, Legal Advisory Board
- Rutgers University New Jersey Institute for Food, Nutrition and Health
 - Chair, External Advisory Board
- Rutgers University Cancer Institute of New Jersey
 - Member, Director's Advisory Board

Publications

April 2019

Product Recall Therapy
Natural Products Insider

June/July 2018

Consultants as Part of the Legal Team
Food and Drug Law Institute's Update Magazine

November 2017

How The European Union's New General Data Protection Regulation Will Impact U.S. Businesses that Target EU Consumers

September 2017

Recent Equifax Breach Highlights the Importance of Enterprise Cybersecurity Planning

September 2017

Product Liability Law & Strategy: Challenges to the Admissibility of Evidence in the 'Omics' Era
Law Journal Newsletter's Product Liability Law & Strategy

February 2017

Avoiding the Hazards of Acquisition: Due Diligence in the Merger or Acquisition of a Product Manufacturer
Product Liability Law & Strategy

December 2016

New York Department of Financial Services to Soon Require Extensive Cybersecurity Program

October 11, 2016

So You Want to Buy a Food Company? Mind the 3 Ps
Food Dive

July 7, 2016

Power Lunch: Overcoming Food and Beverage Labeling Lawsuits
Food Processing

June 21, 2016

The Four Commandments of Food Litigation
Food Safety Magazine

June 2016

Minority Partners Risk Huge Losses When Wrongfully Dissolving a Partnership

May 2, 2016

How Food Companies Can Reduce Legal Costs
Food Manufacturing

February 1, 2016

Electronic Cigarettes: Where There's Smoke, There's Litigation
Product Liability Law & Strategy

October 21, 2015

Preparing for Recalls Before They Happen
Food Manufacturing

September 22, 2015

Crafty Lawyers Feed Off Craft
Food Processing

September 8, 2015

What's the Point? The Future of Litigation
New York Law Journal

May 28, 2015

Why Educating Employees on Email Best Practices Should be a Top Priority for Food
Manufacturers
Food Manufacturing

May 1, 2015

5 Labeling Best Practices for Food Companies
Food Manufacturing

April 30, 2015

Will New Jersey Federal Courts Dismiss Class-Action Complaints at the Motion to Dismiss
Stage?
New Jersey Law Journal

March 2015

Mind Your Step: Navigating Landmines in the Joint Defense Landscape
LJN Product Liability Law & Strategy

2015

Not-for-Profit Institution Litigation
Commercial Litigation in New York State Courts, Fourth Edition

November 2014

Use TACT: The Arbitration Alternative
LJN Product Liability Law & Strategy

Autumn 2014

Weathering the Storm: Personal Crisis Management Tips
Cancer Connection Magazine

October 2014

Cyber Liability Insurance: What to Look for When Obtaining Coverage

September 2014

In the Wake of Home Depot's Data Breach: Five Tips to Protect Against Corporate Hacker
Liability

June 2, 2014

New Accelerated Adjudication Option Goes into Effect Today for New York State Supreme Court, Commercial Division

May 2014

War College Curriculum for Defense Counsel
LJN's Product Liability Law & Strategy

January 15, 2014

Leveraging Early Case Assessment for Food Industry Litigation
Food Product Design

November 2013

The Benefit of Early Case Assessment in Food Court
Food Manufacturing

July 2013

Class Actions: Where's the Beef?
LJN's Product Liability Law & Strategy

April 2013

New Jersey Appellate Division Issues Key Decision in Case where Plaintiffs Sought Issuance of Subpoena to ISP for Determining the Identities of "John/Jane Doe" Defendants
Litigation Online Discovery Alert

November 2012

Sandy Alert: Frequently Asked Questions

August 2012

Third Circuit Court of Appeals Vacates Class Certification in *Marcus v BMW of North America*

May 2012

When Settlement is the Best Option
Product Liability Law & Strategy

November 2011

Litigating Products Liability Class Actions
Products Liability Class Actions - Early Case Assessment

October 2011

Negotiating the Ethics of Settling a Product Liability Suit
LJN's Product Liability Law & Strategy

July 2011

The Use of Cy Pres Funds in Class Action Litigation
LJN's Product Liability Law & Strategy

November 2009

Show Me Your License and Registration: Reasons to be Concerned About In-House Bar Admissions
Greater New York Chapter of Association of Corporate Counsel's Annual Ethics CLE Program

October 2009

Products Class Action Incentive Awards
Law Journal Newsletters, Product Liability Law and Strategy

July 2009

Practice Tip: Reducing Product Liability Litigation Costs
LJN's Product Liability Law & Strategy

January 2009

Social Networking And Litigation
LJN's E-Commerce Law & Strategy, Volume 25, Number 9

Ongoing

Viewpoint.com Blog
SAI Global's Law and Ethics Advisors

Fall/Winter 2009

Finding a Needle in an Electronic Haystack: The Science of Search and Retrieval
American Bar Association Section of Litigation: Mass Torts Committee, Volume 7, Number 1

Matters

Pharmaceutical Company - Consumer Fraud Class Action Dismissed with Prejudice

Achieved a significant victory in New Jersey federal court on behalf of a pharmaceutical company, securing the dismissal of our client from a putative class action alleging violations of consumer fraud laws in the marketing of product. Finding that the plaintiffs had failed to remedy basic pleading deficiencies in their original complaint, dismissed for lack of jurisdiction and failure to state a claim, the court dismissed the amended complaint with prejudice since "further amendment would be futile."

NFL Franchise - Class Action

Represented a national football league team in a class action.

Legends Hospitality - Stadium Development

Represented Legends Hospitality in connection with a stadium development for a major league franchise.

Bridgestone Firestone - National Counsel

For over thirty years, Herrick has served as regional counsel in New York and New Jersey for Bridgestone Americas Tire Operations LLC and its predecessors in connection with claims involving tires, rims, roofing materials, children's car seats, retail stores and employment matters. Since the company's recall of tires equipped on Ford Explorer vehicles in 2000, Herrick has acted with a small group of attorneys as National Counsel for the company and, in that capacity, has represented the company in hundreds of litigations pending around the country. Additionally, Firestone looks to Herrick for counsel and advice in crisis management and prevention. Summing up the relationship with the firm, the company's General Counsel stated "In the two decades we've worked with them, Herrick has proven to be the rare combination of top notch trial lawyers with solid business skills who know as much about presenting evidence to a jury as they do about risk management and cost containment."

National Energy Services Provider - Consumer Fraud Class Action

Defense of the affiliate of a national energy services provider in a consumer fraud class action filed in Pennsylvania federal court by plaintiffs claiming to have been "locked" into variable rate contracts charging purportedly inflated rates for electricity.

Consumer Products Manufacturer - Product Liability

Defense of a major international consumer products manufacturer in actions arising from misuse of personal care products.

Building Materials Manufacturer - Product Liability Disputes

Representing major manufacturer of commercial and residential roofing in multiple warranty claims.

Multinational Tire Manufacturer - Consumer Fraud Class Action Defense

Successful defense of the North American subsidiary of a multinational automotive parts manufacturer in national consumer fraud class actions involving allegations that an innovative tire design was more susceptible to road hazard damage than regular tires. The firm's successes on behalf of the client include obtaining an important, precedent setting decision from the Third Circuit Court of Appeals that vacated the lower court's certification of a limited New Jersey sub-class of plaintiffs, and then later securing the dismissal of all but one of the claims asserted in a copycat class action, effectively precluding the plaintiffs from further pursuing the litigation.

National Department Store Chain - Breach of Contract Dispute with Real Estate Brokerage Company

Defense of a national retail chain in litigation filed by a real estate brokerage company seeking damages related to an alleged breach of contract and other claims.

Global Medical Research Company - Software Licensing Dispute

Represented a global medical research company seeking declaratory relief and claiming breach of contract for software license fees.

Pharmaceutical Company - Product Liability and Consumer Fraud

Defense of a major pharmaceutical manufacturer in a national litigation involving claims of failure to warn and consumer fraud.

Telecommunications Company - Class Action Dismissal

Represented a major telecommunications company in a New Jersey class action lawsuit alleging overcharges for telephone services.

Consumer Products Manufacturer - Class Action Defense

Represent a major consumer products manufacturer in consumer fraud class actions involving the marketing of food and cosmetic products.

Major Paint Manufacturer - Lead Paint Nuisance Claim

Successful defense of a major paint manufacturer in a suit in which the New Jersey Supreme Court held that a public nuisance claim brought by 26 cities and counties seeking lead paint abatement and healthcare costs failed as a matter of law.

Commodities Broker - Civil Litigation

A leading futures and options broker in a civil litigation stemming from a \$200 million fraud perpetrated by a hedge fund manager.