



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 five 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, Fifth 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.

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
- Corporate Litigation
- Alternative Dispute Resolution
- Product Liability
- Cybersecurity
- E-Discovery and Data Management
- Sports
- COVID-19 Task Force and Resource Center

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

November 2020

Mediating in the Pandemic: The Aftermath and the Stages of Grief
Alternatives to the High Cost of Litigation, Vol. 38, No. 10, p.149

May 20, 2020

Important COVID-19-Related Updates for Employers

April 30, 2020

Play Ball? The Future Impact of COVID-19 on Team Operations

April 30, 2020

Rethinking Business Operations in the Wake of COVID-19

April 5, 2020

Contemplating Litigation Alternatives During a Pandemic
Dispute Resolution Roundtable

March 23, 2020

Coronavirus Crisis Control

March 5, 2020

Coronavirus Business Essentials Checklist

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

Legends Hospitality - Stadium Development

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

NFL Franchise - Class Action

Represented a national football league team in a class action.

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."

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.

Events

Conversation with Ben Weiss, Founder of Crook & Marker and Bai Brands and the author of *Basementality*

February 26, 2021
Webinar

New York County Lawyers Association Award for Conspicuous Service

January 13, 2021
New York County Lawyers Association

Enforcement, Litigation, and Compliance Conference: For the Drug, Device, Food, and Tobacco Industries

December 15, 2020
FDLI Webinar

Conversation with Ben Weiss, Founder of Bai

December 10, 2020
Zoom Webinar

Coronavirus – What Businesses Should Do to Prepare

March 16, 2020
NYSBA Webinar

Strategic Use of Joint Defense Agreements

March 3, 2020
Strafford Live Webinar

How to Become an Effective and Sought-after Expert Witness

November 6, 2019
EAS Consulting Group

Food Labeling Class Actions Webinar

September 5, 2019
Strafford Live Webinar

Personal Care + Cosmetics: Regulatory & Compliance Elements Workshop

June 18, 2019
Rutgers University

American Conference Institute: Food Law - Regulation, Compliance and Litigation

April 10, 2019
Millennium Knickerbocker Hotel

Food & Beverage Litigation Conference: A Look at Hospitality, Liquor and Food Liability

October 25, 2017
Perrin Conference

Genetics in Litigation

May 24, 2017
Washington, DC

GMA Legal Conference 2017

February 28, 2017
San Diego, CA

Strategic Use of Joint Defense Agreements in Litigation: Avoiding Disqualification and Privilege Waivers

February 15, 2017
Strafford Live Webinar

ICSC U.S. Shopping Center Law Conference

October 28, 2016
Hollywood, FL

Campbell Soup Attorney Dishes Out Food Law Expertise to Students

October 24, 2016
Rutgers Law

Perrin's Food & Beverage Litigation Conference: A Look at Hospitality, Liquor and Food Liability

October 18, 2016
New York Athletic Club

ABA Section of Litigation Food & Supplements Sixth Annual Workshop

June 14, 2016
Purchase, NY

Defeating Class Claims by Attacking the Pleadings: Formulating Attack Strategies and Effective Arguments

March 29, 2016
Strafford Live Webinar

Emerging Issues In Food Industry Liabilities & Insurance Coverage

February 18, 2016
New Jersey Institute for Continuing Legal Education

E-Cigarettes: The Looming Legal and Scientific Storm

February 3, 2016
Perrin Conferences

4th Advanced Summit on Defending Food & Beverage Consumer Fraud Litigation

January 26, 2016
American Conference Institute

The 7th Annual NLS Food Quality Symposium

December 2, 2015
Next Level Summits

Challenges Facing the Food & Beverage Industries in Complex Consumer Litigations

November 10, 2015
Perrin Conferences

Fall 2015 Short Course

October 29, 2015
International Microwave Power Institute

Reception Honoring the 182 Authors of Commercial Litigation in New York State Courts,
Fourth Edition

October 26, 2015
NYCLA and Thomson Reuters

Strategic Use of Joint Defense Agreements in Litigation: Avoiding Disqualification and
Privilege Waivers

July 7, 2015
Strafford Live Webinar

Turkish-American Food & Beverage Conference

July 1, 2015

2015 Legal and Regulatory Conference

May 13, 2015
The Personal Care Products Council

GAF Wealth Builder/Partners in Growth Conference

March 31, 2015
Scottsdale, AZ

Robert Wood Johnson University Hospital First Annual Nutrition Symposium

March 10, 2015
Robert Wood Johnson University Hospital

GMA Litigation Conference 2015

February 26, 2015
Fort Myers, FL

Harvard Law Food Law Society

November 12, 2014
Harvard Law School

Product Liability Advisory Council's Fall 2014 Conference

October 15, 2014
Chicago, IL

Food Advertising: Claims, Litigation and Strategies Conference

October 8, 2014
The Food and Drug Law Institute

Food Labeling Class Actions: Navigating Ascertainability, Predominance, Preemption and
Standing

October 1, 2014
Strafford Live Webinar

ACI Food & Beverage Marketing and Advertising Conference

July 30, 2014
Chicago, IL

ABA Food & Supplements Workshop

June 5, 2014
Minneapolis, MN

Defensible Deletion of SAP Data

May 8, 2014

Jordan Lawrence and SAP

Strategic Corporate Communication Leadership Summit

April 10, 2014

International Association of Business Communicators

Challenges Facing the Food and Beverage Industries in Complex Consumer Litigations

April 8, 2014

The Ritz-Carlton Chicago

GMA Litigation Conference 2014

February 27, 2014

The Ritz-Carlton, Laguna Niguel

(ICSC) Getting Serious about Social Media: Case Studies and Best Practices to Build and Protect Your Brand Online

October 17, 2013

U.S. Shopping Center Law Conference

Food Labeling Class Actions: The Latest Damages Boon?

October 1, 2013

The International Association of Business Communicator

June 24, 2013

Challenges Facing the Food and Beverage Industries in Complex Consumer Litigations

June 12, 2013

Intercontinental New York Barclay

FSMA Food Safety: What You Don't Know Can Hurt You

May 23, 2013

Retail Marketing Society: Focus 2013 - Trends in Digital Media: E-tail & Retail

May 8, 2013

Fashion Institute of Technology

Lymphoma Research Foundation Hill Day

April 18, 2013

Washington, DC

GMA Litigation Conference 2013

February 21, 2013

Miami, FL

(Not so) Social Media World and Food and Beverage Industry Claims Litigation

November 1, 2012

Grocery Manufacturers Association

Managing Reputation in a Crisis

September 15, 2012

New York State Bar Association Business Law Section Conference

National Food Claims and Litigation Conference

February 21, 2012

Grocery Manufacturers Association

WEBINAR: Avoid E-Discovery with Early Case Resolution
November 10, 2011

Food Health Claim Litigation
September 21, 2011
Georgetown Law School

Emails: Think Twice, Click Once
December 2, 2010
Society for Professional Investigators

Show Me Your License and Registration: Reasons to Be Concerned About In-House Bar Admissions
November 10, 2009
Greater New York Chapter of Association of Corporate Counsel's Annual Ethics CLE Program

ANSI Legal Issues Forum
October 22, 2008
American National Standards Institute

Israel's Financial Market-A Unique Opportunity for Investors
September 18, 2008
New Jersey-Israel Commission

In-House Attorney-Client Privilege
June 24, 2008
American Corporate Counsel Association

When the Sky Falls... Lessons Learned in Crisis Management
April 7, 2008
Union League Club

30th Annual Meeting of the National Labor & Management Conference
February 20, 2007
Ft. Lauderdale, FL