

Development, Marketing, Distribution and Warranties

In many instances, the role of a Plunkett Cooney attorney is not that of a dispute resolver but the designer of a legal shield for the future of its client. This often takes the form of consultation regarding the marketing and development of new products, regulatory or standards compliance, evaluation of contractual distribution agreements and risk-shifting provisions.

Likewise, this role further involves, on both new and existing products, the drafting of express warranties, reduced statute of limitations provisions, and warranty and damage limitations and exclusions. Many manufacturers simply cut and paste language from competitors' or other companies' documents, not realizing the language utilized was not sufficient to protect them in the future. Plunkett Cooney's attorneys can assist in reducing that risk.