



# Consumer & Retail Products

## Key Contacts



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## Overview

O'Melveny leverages an in-depth understanding of the issues affecting consumer and retail companies to help clients overcome obstacles and achieve their goals in a way that makes sense for their business. Our team provides sophisticated counseling on matters ranging from brand protection and product-related class actions to international expansion and corporate governance.

### Broad Industry Knowledge

We know the sectors we serve—including consumer electronics, computer hardware, semiconductors, software, gaming, global positioning and mapping, memory and storage, over-the-counter medications, security, LCD and LED displays, and mobile and wireless devices—inside out.

### Experience and Insight

When our clients face investigations and litigation brought by the US Federal Trade Commission, the Food and Drug Administration, the Consumer Product Safety Commission, the National Highway Traffic Safety Administration, and state Attorneys General, we draw on our extensive

## Accolades

**"With its national coverage and depth of expertise, the firm's bet-the-company labor and employment litigation practice is very well known."**

knowledge of consumer protection laws, as well as the experience of lawyers who have served as senior government officials in some of these same bodies and as state and federal prosecutors.

## Familiarity with International Markets

We help consumer and retail clients pursue strategic growth opportunities, particularly in gaining exposure to fast-rising international markets. Our knowledge of how business is done in multiple jurisdictions allows us to advise on legal, business, cultural, and governmental regulatory issues associated with transnational expansion, including structuring and negotiating cross-border investments and acquisitions, providing day-to-day counseling on overseas operations, and minimizing FCPA, intellectual property, and other risk associated with doing business internationally.

## Clients

- Dell Inc.
- General Mills
- McNeil Consumer HealthCare
- Quiksilver, Inc.
- Samsung Electronics Co., Ltd.
- Skechers

## Related Practices

- Antitrust & Competition
- Supreme Court & Appellate Litigation
- Corporate & Transactional
- Data Security & Privacy
- Intellectual Property & Technology
- Labor & Employment
- Litigation
- State Attorneys General Litigation & Investigations
- White Collar Defense & Corporate Investigations