

# Edward Turtle

## Associate



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Product Compliance and Product Litigation  
Commercial Litigation  
Class Action Litigation  
Retail and Consumer Products  
Life Sciences and Healthcare Regulatory

Ed is a senior lawyer on Cooley's international products team. A regulatory adviser and litigator, Ed has more than a decade of experience providing strategic advice to companies in the technology, healthcare, automotive and consumer product sectors.

Ed helps companies bring innovative products to market and sell them in accordance with applicable laws around the world. He routinely handles complex multijurisdictional projects across more than 100 jurisdictions and is experienced at dealing with regulatory authorities and handling product crises, including global recalls. Ed has particular experience in areas where technology has outpaced regulation and is a go-to adviser in relation to disruptive technologies – including artificial intelligence, ecommerce, wearables, and augmented reality and virtual reality. Ed also undertakes policy work, assisting clients to identify and understand legislative reforms that will have an impact on their businesses and take part as stakeholders in the law-making process.

Ed has deep experience with product liability, consumer claims and class actions. He has advised on a wide range of product disputes, with an emphasis on multijurisdictional claims. He has acted in relation to one of the leading European product liability class actions in recent years, and has advised on products claims in North America, Asia, Africa and Australasia.

Ed is a recognised thought leader in product compliance and liability. He sits on the International Bar Association's Product Law and Advertising Committee, on Defense Research Institute's Products Liability Steering Committee as an officer of the International Legal Issues specialized litigation group (SLG), and was selected as a member of the International Association of Defense Counsel. Ed is frequently sought out for his knowledge by top publications – including The Wall Street Journal, the Financial Times and Bloomberg, and has been recommended by leading directories, including The Legal 500 UK.

### **Ed's recent representative matters include:**

- Advising on international product launch requirements for innovative products across more than 140 jurisdictions
- Assisting clients with regulatory investigations and international recalls, including those involving new technologies, medical devices, toys, automotive and consumer products
- Defending a global medical device manufacturer in relation to large numbers of claims brought in numerous jurisdictions, including in group litigation in the England and Wales High Court
- Acting in London arbitration proceedings against an insurer for a global healthcare client in relation to underlying product liability claims

## Education

BPP University Law School  
Legal Practice Course (LPC), 2011

University of Cambridge  
MA (Cantab) Law, 2010

## Admissions & Credentials

England and Wales

Ireland

## Rankings & Accolades

The Legal 500 UK: Product Liability (2021)

## Memberships & Affiliations

International Association of Defense Counsel (IADC)

International Consumer Product Health and Safety Organization (ICPHSO)

Defense Research Institute (DRI)

British Institute of International and Comparative Law (BIICL)

American Bar Association (ABA)

Product Liability Forum (PLF) – British Institute of International and Comparative Law (BIICL)