

## Jamie Humphreys

### Special Counsel



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Product Compliance and Product Litigation  
Commercial Litigation  
Class Action Litigation  
Crisis Management  
Retail and Consumer Products  
Artificial Intelligence  
Public International Law  
CooleyREG

Jamie is a litigation and regulatory lawyer. He is a strategic advisor to clients who face critical threats to their business at all stages of the product life-cycle, working with them to ensure the most favourable outcome and manage any reputational impact.

He also provides policy advice to clients on proposed legislation and regulations that may introduce profound changes to their business. He has acted on high profile litigation across a range of different industries, internal investigations into allegations of fraud by global products manufacturers, major corruption investigations for Governments, and B2B product compliance disputes, international recalls and consumer claims for well-known global brands. He is passionate about the impact that new technologies such as 3D printing, AI and Internet of Things will have in the products space and works with clients to ensure they prosper within a dynamic regulatory environment.

He is a special counsel in Cooley's litigation department and qualified in 2008.

Jamie is recommended within the Product Liability category by the latest 2021 edition of the UK Legal 500.

#### Recent publications:

- Co-author, "COVID-19 and consumer rights in the UK," Productwise, March 2020
- Co-author, "The Regulator: European Commission sets out approach on the future regulation of AI," Productwise, February 2020
- Co-author, "UK authorities used proceeds of crime powers to seize profits in product safety case," Productwise, January 2020
- Co-author, "This is not a class action: proposed directive to introduce group actions across the EU gaining momentum," Productwise, October 2019
- Co-author, "One small step for UK Government; one giant leap for IoT security," Productwise, February 2019
- Co-author, "The only way is Ethics: EC publishes draft AI guidelines," Productwise, January 2019
- Co-author, "English Court of Appeal checks its privilege; decides it still applies," October 2018
- Co-author, "Collective re-dress: all talk and now trousers," Productwise, September 2018

## Education

College of Law  
GDL, 2005

College of Law

LPC, 2006

University of Leeds

BA, 2003

## Rankings & Accolades

The Legal 500 UK: Product Liability (2021)