

FOR IMMEDIATE RELEASE

Cheryl Falvey Featured Among *National Law Journal's* Governance, Risk and Compliance Trailblazers & Pioneers

Washington, D.C. – July 28, 2014: Crowell & Moring LLP is pleased to announce that Cheryl A. Falvey has been named among the *National Law Journal's* 2014 "Governance, Risk and Compliance Trailblazers & Pioneers." This inaugural list, published in the July 28, 2014 issue, highlights the work of attorneys who have truly "moved the needle" in the way law firms conduct business towards governance, risk and compliance.

Falvey, a partner who serves as co-chair of the firm's Advertising & Product Risk Management Group, earned the distinction by the *National Law Journal* because of her many achievements, among them, her trailblazing work while serving as general counsel at the Consumer Product Safety Commission (CPSC), the federal watchdog agency responsible for consumer safety. She advised the Commission at a critical time in its 40-year history. Specifically, Falvey guided the agency on the implementation of the Consumer Product Safety Improvement Act of 2008—a major piece of legislation that brought sweeping change to the agency's statutes and had significant impact across diverse industry sectors..

In the trailblazer feature, Falvey comments on the future of product safety noting the shift from traditional consumer safety issues toward security concerns, "There's technology in so many products: toys, appliances, smartphones. Consumers are not just demanding safe products; they are requiring secure products." Falvey also points out that the timeline for action is much quicker due to social media. "An issue pops up on a company's Facebook page or in a blog, and we are dealing with a problem on the east coast before anybody's even woken up in the west." Falvey's full trailblazer profile is available [here](#).

Falvey provides litigation and counseling services, with a focus on consumer protection matters, including product safety, privacy, sweepstakes, promotions, and advertising. She concentrates on the defense of consumer class action, toxic tort, mass tort, and other tort claims arising out of consumer, occupational, and environmental exposures, as well as trade secret, intellectual property, and other technology litigation, representing clients in the food and beverage, consumer product, technology, energy, and chemical industry sectors. As noted, prior to joining Crowell & Moring, Falvey served as general counsel of the CPSC. Before her tenure at the CPSC, Falvey had over 20 years of private practice experience as a partner with another international law firm where she headed the firm's D.C. litigation practice

Crowell & Moring LLP is an international law firm with more than 500 lawyers representing clients in litigation and arbitration, regulatory, and transactional matters. The firm is internationally recognized for its representation of Fortune 500 companies in high-stakes litigation, as well as its ongoing commitment to *pro bono* service and diversity. The firm has offices in Washington, DC, New York, Los Angeles, San Francisco, Orange County, Anchorage, London, and Brussels.

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