

The “Safe Company” Theme

Craig A. Livingston

Livingston Law Firm

1600 South Main Street, Suite 280

Walnut Creek, California 94596

925.952.9880

www.livingstonlawyers.com

LIVINGSTON LAW FIRM

A PROFESSIONAL CORPORATION

Focusing On Juror Attitudes

1. Most Jurors Already Against Us
2. No Product Is Better Than An “Unsafe” Product
3. “Safe Company” Belief = ↑ Defense Jurors
4. Seize Every Opportunity for “Safe Company” Evidence

LIVINGSTON LAW FIRM

A PROFESSIONAL CORPORATION

“Safe Company” Theme Development

1. Safety As A Corporate Culture
2. Safety In The Design Process
3. Safety In Materials/Components Used
4. Safety In The Assembly Process
5. Safety After The Sale

LIVINGSTON LAW FIRM

A PROFESSIONAL CORPORATION

Looking For “Safety” At Every Turn

1. Give Jurors As Many Ways As Possible To Find A “Safe Company”
 - a. Impossible To Predict What Will Resonate
 - b. Uncover All “Safe Company” Facts
2. Only Then Can The Trial Team Pare Them Down
 - a. Big or Small – The Process Is The Same

LIVINGSTON LAW FIRM

A PROFESSIONAL CORPORATION

LIVINGSTON LAW FIRM

A PROFESSIONAL CORPORATION