



MANAGING PRODUCT RISK FROM DESIGN THROUGH LITIGATION



**YEAR IN
REVIEW** 2023



In 2023, the Product Liability Advisory Council (PLAC) proudly celebrated 40 years of work helping corporate counsel manage, anticipate, and navigate the ever-changing landscape of product litigation. We marked this milestone by reflecting back on our accomplishments and honoring those who have contributed to this work, and by looking forward and preparing to meet challenges ahead.

PLAC traces its origins to corporate counsel for the “Big Three” auto manufacturers in Detroit who recognized the need for a multi-industry organization that could facilitate and shape the development of product liability law. These founders created a council of corporate members and distinguished practitioners who would lead the effort to improve the legal system for product defendants.

Today PLAC remains a powerful consortium of in-house and outside counsel who represent corporate defendants. Thanks to the leadership and dedication of its members, PLAC has grown to be a leading defense organization that offers opportunities to shape the law through **Advocacy**, to make meaningful **Connections** with a community of peers, to understand cutting-edge issues and emerging risks through **Education**, and to build a bench of experienced and diverse counsel through **Professional Development** opportunities.

We are pleased to share a summary of this work in 2023 – and look forward to continuing PLAC’s 40-year tradition of providing value and resources to its members in 2024.

ADVOCACY **CONNECTION/ENGAGEMENT** **EDUCATION** **PROFESSIONAL DEVELOPMENT**



ADVOCACY

The cornerstone for PLAC's work has been – and remains – its best-in-class amicus program. The voice of member companies has been heard in more than 1,200 PLAC amicus briefs, including over 180 briefs in the U.S. Supreme Court, more than 240 briefs in the U.S. Courts of Appeals, and over 700 briefs in the appellate courts of 46 states.

In 2023, we continued PLAC's legacy of high-quality legal advocacy by filing 24 **amicus briefs** in the U.S. Supreme Court, U.S. Courts of Appeal, State Supreme Courts and State Intermediate Courts of Appeal. Details of the briefs filed and the decisions issued in PLAC cases can be found [here](#).

PLAC advocated for improvements to the Federal Rules on Civil Procedure, and in particular those rules affecting MDLs, through its [MDL Task Force](#) of outside and in-house counsel with deep experience managing MDL cases. The Task Force also sponsored webinars and virtual roundtable discussions to help its members develop strategies for effective, consistent approaches to these cases. Read more about its work [here](#).

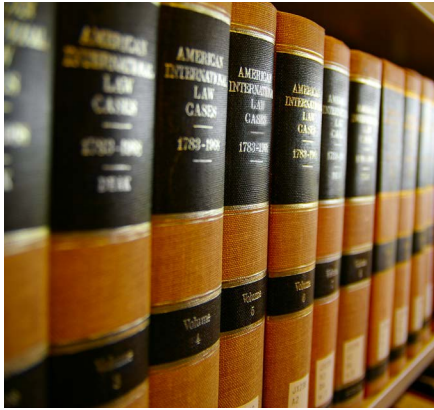
Through its [Publication Project](#), PLAC expanded its contributions to thought leadership on legal issues of importance to its members by supporting PLAC members who wish to author of law review articles. The first article completed under this project, "[The Trilogy of Personal Jurisdiction and the Importance of Ford](#)," was published in the Fall 2023 edition of the SMU Law Review.

24
BRIEFS
FILED



CONNECTION/ENGAGEMENT

PLAC facilitated both formal and informal opportunities for our members to meet and engage throughout 2023. Our **conferences**, **industry groups**, **Women's Forum**, **Future Leaders program**, and **corporate roundtables** all provided venues for members to connect – whether virtually or in-person - during the course of the year. These exchanges strengthened the PLAC community, creating key connections to colleagues and peers, insights into emerging trends, and access to the expertise of leading outside counsel and expert witnesses.



EDUCATION

Our members and other experts in their fields delivered first-rate content on cutting-edge legal issues at our **conferences**, **webinars**, and **virtual engagement opportunities**.

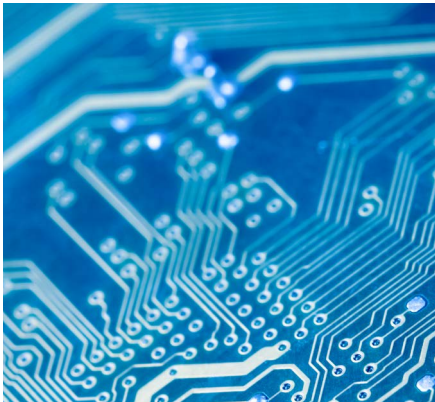
- PLAC conferences historically serve as forums for presentations on issues of critical importance to our members. The 2023 gatherings in **Chicago and Austin** delivered on this high standard.
- We offered **webinars** on topics ranging from MDLs and expert issues to an analysis of the U.S. Supreme Court decision in *Mallory v Norfolk Southern Railway*.
- Corporate members also learned from their peers in other companies, discussing strategic and tactical solutions to common legal issues through **corporate roundtables** and industry breakfast meetings at each conference.



PROFESSIONAL DEVELOPMENT

PLAC's leadership understands that talent development and succession planning are critical to our corporate members who need an experienced, diverse bench of lawyers to serve their companies now and in the future. Working with a steering committee of corporate and outside counsel members, PLAC expanded its **Future Leaders program**, to provide participants opportunities to hone their trial skills, their advocacy skills, and their marketing skills through a variety of activities throughout the year. A description of the program and highlights from 2023 can be found [here](#).





PLAC is planning more excellent programming and initiatives in 2024. We will continue to offer opportunities to engage and learn through our conferences, webinars, corporate roundtables, and networking events, including regional events easily accessible to our members. Our Future Leaders program will again feature a mock trial exercise with Exponent experts, along with other opportunities designed to hone advocacy and trial skills. And in addition to our [HLTh](#) and [Case Mobility](#) groups, we will launch [a new industry group](#) for companies that design, manufacture, and sell industrial, agricultural, construction, mining and heavy equipment.

PLAC is committed to continuing to build an organization that will serve our members for years to come and to provide an excellent return on investment in membership. Visit our [redesigned public website](#) for regular updates on all PLAC's activities, easy access to our calendar of events, new amicus filings, court decisions, and more.

Please reach out to us with any questions or if you would like to get more involved – and thank you for your support.

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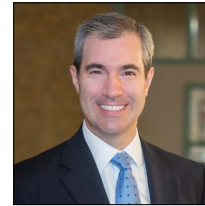


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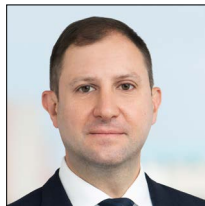


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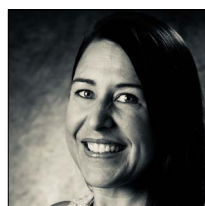
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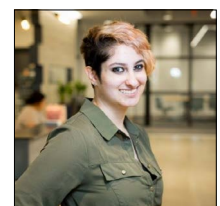
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