



HERBERT
SMITH
FREEHILLS




PHILIP PFEFFER

PARTNER

[London](#)

Philip is a partner in the dispute resolution division in our London office.

 +44 20 7466
2660

 +44 79 2149 8686

 Philip.Pfeffer@hsf.com

BACKGROUND

- Brandeis University, BA, 1997
- Fordham University School of Law, J.D, 2000
- Admitted in: New Jersey (2000), New York (2001), U.S.D.C – D.N.J (2000), U.S.D.C – E.D.N.Y (2005)
- Law Clerk, United States Court of Appeals for the Second Circuit (2000 - 2001)

KEY SERVICES

[Product Liability](#)
[Class Actions](#)

KEY SECTORS

[Consumer](#)
[Manufacturing and Industrials](#)

EXPERIENCE

Philip is a trusted advisor to numerous global companies in the consumer products sector and advises them on their biggest and most important disputes around the world. He has worked on a wide range of disputes ranging from complex multi-national commercial matters, investment treaty law disputes and international trade law cases. He also has defended numerous individual and class action products liability lawsuits and advises consumer product manufacturers on issues of regulatory compliance and in judicial challenges of regulation.

He has served as an Adjunct Professor of Law at Fordham University School of Law in New York.

Philip has advised:

- Associated British Foods on product liability matters
- British American Tobacco in numerous judicial challenges to tobacco control regulatory measures (e.g., plain packaging, graphic health warnings, ingredient bans and tobacco levies) in more than a dozen jurisdictions in Asia, Africa, Europe and the Americas
- Car and truck manufacturers and technology companies in relation to product liability arising from connected and autonomous vehicle technologies
- Diageo on proposed South African advertising and promotion ban for beverage alcohol products
- Gruppo Campari in contentious proceedings brought by the Portman Group, the de facto UK regulator for the beverage alcohol industry
- Twinings Tea in consumer fraud class action litigation in California and Arkansas
- Volvo Trucks on product liability matters