Robert B Friedman

PARTNER

CONTACT

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PRACTICES

Product Liability Litigation
Toxic Tort Litigation
E-Discovery
Healthcare Industry
Pharma Products Liability
Pharma/Biotech/Med Devices
Energy & Natural Resources
Commercial Disputes
Mass Tort

EDUCATION

J.D., cum laude, Georgetown University
B.S.E., University of Pennsylvania

ADMISSIONS

Georgia

PROFILE

Robert Friedman is a partner with King & Spalding's Tort Litigation Practice, where he represents foreign and domestic companies in high exposure product liability, personal injury, and commercial cases across the country.

Mr. Friedman's practice focuses on the pharmaceutical, automotive, and energy industries. His experiences include advising clients confronted with "bet-the-company" litigation involving flagship brands, helping clients respond to congressional and other governmental inquiries, and actively litigating personal injury cases in the country's most dangerous jurisdictions. He has represented product manufacturers including GlaxoSmithKline, Merck & Co., General Motors, Shell Oil Co., Nissan, The Coca-Cola Company, Purdue Pharma LP, Chevron-Texaco, Isuzu, and Mazda in the federal and state courts of over 20 states.

Mr. Friedman is a frequent speaker and author on a variety of litigation-related topics. Recent publications and engagements include:

- "Analysis of the *PLIVA v. Mensing*, Oral Argument," *DRI Today*, April 1, 2011
- *"*"My Doctor Threw Me Off the Scent.' Does a Negative or Ambiguous Response by a Doctor to a Causation Inquiry Toll the Statute of Limitations?*" DRI's The Voice*, Sept. 8, 2010.
- "Pioneer Liability After Conte v. Wyeth, " *Product Liability 360*, January 2009.
- "Controlling the Scope of Trial: Excluding Key Evidence in Pharmaceutical Litigation," *In-House Defense Quarterly*, Summer 2008.
- "Strategies for Evaluating and Winning Appeals," King & Spalding e-Learn Series, June 2007.
- "Thinking Outside the Banker's Box: Proven Strategies for Defensive Discovery in Pharmaceutical Litigation," Defense Research Institute, Pharmaceutical and Medical Device Conference, Young Lawyer's Breakout, May 2007.

Mr. Friedman has particular expertise in electronic discovery and is a member of the firm's E-Discovery Practice Group. He regularly advises clients on a host of E-Discovery issues, including both litigation preparedness and discovery strategy in active litigation. Recent publications and speaking engagements regarding electronic discovery include:

- "Court Clarifies its Own Decision in a Key E-Discovery Case: Reasonable Steps, Not Perfect Result," *Executive Counsel Magazine*, August/September 2010
- "Developments in E-Discovery," Ga-CLE conference, January 2010.
- "E-Discovery/Risk Management and Preservation Obligations," BNA's E-Discovery for the Enterprise conference, Arlington, VA, September 2008.
- "When Does the Duty to Preserve Attach?" Litigation Readiness Workshop, West LegalWorks, Atlanta, GA, March 2008.
- "What's in Your Closet? Discovery of Disaster Recovery, Legacy, and Other 'Inaccessible' Data," Defense Research Institute Electronic Discovery Teleconference, June 2007.
- "The New Federal Discovery Rules: An Expository Narrative," *Metropolitan Corporate Counsel,* March 2007.

Mr. Friedman is admitted to practice in the state courts of Georgia as well as in the United States District Courts for the Northern, Middle and Southern Districts of Georgia. He is a member of the American Bar Association's Litigation and Tort and Insurance Practice Sections, the State Bar of Georgia's Product Liability and Appellate Sections, and the Defense Research Institute's Product Liability, Pharmaceutical Litigation, and Discovery Committees. Mr. Friedman has been named to a select list of the nation's top legal talent under the age of 40 by newsletter publisher *Law360* in its "Law360 Rising Stars" series

Mr. Friedman graduated, *cum laude*, from the Wharton School of the University of Pennsylvania. He received his J.D., *cum laude,* from the Georgetown University Law Center in 1999.

MATTERS

Examples of Mr. Friedman's recent litigation experience include:

- Member of a King & Spalding team that is serving as national coordinating counsel and trial counsel in product liability litigation involving GlaxoSmithKline's antidepressant Paxil®. Mr. Friedman has specific responsibility for coordinating defensive discovery across all cases, and was a member of trial teams in two cases tried to in the Philadelphia Court of Common Pleas. Mr. Friedman has participated in and managed every aspect of trial preparation for GSK. Among Mr. Friedman's achievements in this litigation is *Richardson v. GSK*, 412 F.Supp.2d 863 (W.D. Tenn. 2006), a summary judgment for GSK based on the absence of general and specific causation evidence.

- Representing an international integrated energy company against allegations of False Claims Act violations arising out of the operation of service stations. Mr. Friedman is responsible for managing a coordinated defense against government investigations in more than 20 states.

- Representing Merck in litigation involving its osteoporosis medication Fosomax®. Mr. Friedman is counsel for Merck in federal and state cases in multiple jurisdictions, and will be part of a federal court trial team later this Spring.

- Representing automobile manufacturers in cases involving the designs of fuel systems, air bags, roofs, seat belts, suspension systems, cruise control systems, and overall vehicle structure. Among Mr. Friedman's achievements in this area are *Simmons v. Nissan North America, Inc.,* an airbag non-deployment case in which a Southern District of Georgia jury returned a defense verdict; and *Jonas v. Isuzu*, 210 F.Supp.2d 1373 (M.D. Ga. 2003), a triple-wrongful-death action in which Isuzu won summary judgment after the plaintiffs' expert evidence was excluded.

- Defending an international integrated energy company against a wrongful death claim arising out of a violent attack at one of its retail facilities.

NEWS & INSIGHTS

NEWS

05 Mar 2013	**Seventy-seven King & Spalding Lawyers Recognized in 2013 Edition of Georgia Super Lawyers Magazine**
30 May 2012	**Legal 500 Recognizes 21 King & Spalding Practices And 68 Firm Lawyers in Latest U.S. Guide**
27 Feb 2012	**Super Lawyers Magazine Counts 84 King & Spalding Lawyers Among Georgia's Finest**
01 Apr 2011	**Four King & Spalding Lawyers Named as Law360 Rising Stars**
21 Mar 2011	**Rising Star: King & Spalding's Robert Friedman**
28 Feb 2011	**Eighty-Two King & Spalding Lawyers Counted Amongst Georgia's Best in "Super Lawyers" Magazine**
16 Mar 2010	**83 at King & Spalding Recognized As 'Georgia Super Lawyers' and 35 as 'Georgia Rising Stars'**
06 Mar 2009	**79 at King & Spalding Recognized As 'Georgia Super Lawyers' and 20 as 'Georgia Rising Stars'**
04 Sep 2008	**King & Spalding Partner to Speak At BNA's 'E-Discovery for the Enterprise' Conference**
30 Oct 2007	**King & Spalding Announces 20 New Partners**
23 Oct 2007	**King & Spalding Earns Trial Victory for Nissan**
24 May 2007	**King & Spalding's June e-Learn Program to Provide Strategies for Evaluating and Winning Appeals**
26 Oct 2005	**King & Spalding's November E-Learn Program Examines Ethical and Professional Standards for In-House Lawyers**