

Ex-CPSC Commissioner Joins Morgan Lewis In Philly

By James Boyle

Law360 (October 25, 2022, 3:38 PM EDT) -- Morgan Lewis & Bockius LLP grew its litigation team in Philadelphia this week with the addition of a former commissioner of the U.S. Consumer Product Safety Commission.

Dana Baiocco joined as a partner in the firm's litigation department, according to an announcement released Tuesday. Baiocco told Law360 Pulse that having achieved her goals after four years with the CPSC, she wants to contribute to consumer safety in private practice.



Dana Baiocco

"I believe that I can contribute in a variety of ways, such as helping companies strengthen their safety and regulatory compliance programs," Baiocco said.

"Working on safety issues related to consumer products made and distributed in our nation's commerce is a goal I continue to be committed to while at Morgan Lewis."

Baiocco said she is very familiar with attorneys at Morgan Lewis and has strong ties to Philadelphia, with her daughter a student at Temple University and her husband's law practice based in the city.

Baiocco's practice focuses on counseling clients in litigation matters involving mass torts, consumer and industrial products, and medical devices. She also advises clients on compliance programs to meet regulatory standards and the reporting obligations for consumer products.

"The firm and I share a similar philosophy about the value of learning and understanding a client's business and the sector in which it operates," Baiocco said. "Morgan Lewis has broad and impressive practice areas and industry teams with which I can collaborate to counsel firm clients on issues related to products, safety, compliance, international trade, and any litigation matters that may arise."

Baiocco earned her law degree from Duquesne University School of Law in 1997 and joined Jones Day in Pittsburgh in 1998 after a year of clerking for then-Judge Gustave Diamond at the U.S. District Court for the Western District of Pennsylvania. In 2011, Baiocco moved to Jones Day's new office in Boston, where she stayed until 2018, when the Senate confirmed her nomination to the CPSC.

"Dana is a key strategic addition to our firm, where she will leverage her government and trial experience to assist our clients across multiple industries," said Jami McKeon, chair of Morgan Lewis, in a statement. "These are complex times for companies in the consumer product space, and our clients depend on us for elite representation and advice from trusted counsel as credentialed as Dana."

As a commissioner, Baiocco contributed to the CPSC's policy agenda and rulemaking proceedings. She also oversaw or authorized investigations and litigation both independently and in conjunction with the U.S. Department of Justice.

She told Law360 Pulse she can use her experience with the CPSC to help manufacturers and sellers better evaluate their procedures to align with the agency's safety and regulatory mandates.

"For many companies, including privately owned organizations and startups, resources are sometimes focused on producing and selling products and services," Baiocco said. "But for the most successful companies, risk and compliance must be more than intermittent considerations. My experience in policy and regulations will allow me to counsel clients wanting to create a culture of safety."

--Editing by Lakshna Mehta.