



Paul B. La Scala

Partner

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Industries

Cosmetics and Personal Care Products,
Food, Beverage and Agribusiness,
Life Sciences and Biotechnology,
Pharmaceutical and Medical Device,
Retail

Practices

Appellate,
Business Litigation,
Class Action and Complex Litigation,
Commercial Recoveries,
Consumer Goods and Services,
Environmental and Regulatory Counseling,
Food and Beverage Litigation,
FDA and Regulatory Guidance,
Mass Tort,
Pet Care and Animal Health Products,
Pharmaceutical and Medical Device Litigation

Paul defends corporations in consumer fraud and product liability actions involving pharmaceuticals and medical devices, automobiles, dietary supplements, food and beverages, and other consumer products.

Paul draws on his extensive litigation experience to both protect and promote the reputations of his clients in highly regulated industries. Certified by the Regulatory Affairs Professionals Society in medical-device regulatory affairs, Paul frequently counsels companies on business practices subject to intensive government or public scrutiny. He has also operated as national or local counsel in multidistrict litigation, state coordinated proceedings, class actions and complex litigation throughout the United States.

Specifically in California, Paul has successfully defended his clients against claims involving the Unfair Competition Law, the False Advertising Law and the Consumers Legal Remedies Act. He also defends clients against claims brought under California's Safe Drinking Water and Toxic Enforcement Act (Proposition 65).

Paul has spoken on the topics of consumer fraud class actions, product labeling, supply chain management and electronic discovery.

Representative Matters

Boris v. Wal-Mart, 35 F.Supp.3d 1163 (C.D. Cal. 2014) (court granted motion to dismiss complaint alleging deceptive pricing of over-the-counter medication).

Gartin v. S&M Nutec, 245 F.R.D. 429 (C.D. Cal. 2007) (court denies class certification).

Ford v. Pacific Gas & Electric Co., 60 Cal. App. 4th 696, 70 Cal. Rptr. 2d 359 (1997).

Presentations

Food and Beverage Law Update, ACC-SoCal's Sizzling Topics in Food & Beverage Litigation, Seal Beach, California (October 2012).

The Bare-Naked Truth About Class Actions Involving "All Natural" Food Products, Grocery Manufacturers Association's 2012 Food Claims & Litigation Conference: Navigating Change in Food-Related Litigation, Dana Point, California (February 2012).

Standards and Expectations of Corporate Responsibility: The Retailer's Perspective, Grocery Manufacturers Association's 2011 Food Claims & Litigation Conference: Emerging Issues in Food-Related Litigation, Scottsdale, Arizona (February 2011).

Mass Tort 911: The Company's Been Sued! Now What?, Grocery Manufacturers Association's 2010 Food Claims & Litigation Conference: Emerging Issues in Food-Related Litigation, Austin, Texas (February 2010).

Hot Topics in Agribusiness & Food Safety Webcast, Shook, Hardy & Bacon L.L.P. (February 2010).

Hot Topics in Agribusiness & Food Safety Webcast, Shook, Hardy & Bacon L.L.P. (November 2009).

Food Safety: Factoring in New Threats Associated with Foreign Food Product Imports, American Conference Institute's 3rd National Forum on Food-Borne Illness Litigation: Advanced Strategies for Assessing, Managing & Defending Food Contamination Claims, Chicago, Illinois (October 2009).

Electronic Document Preparation, Management, and Retention in the Claims Process, Grocery Manufacturers Association's Modern Management of Consumer Complaints: Unlocking the Secrets of Great Service, New Orleans, Louisiana (May 2009).

Country-of-Origin Labeling: A Legal Mandate for Some, a Marketing Opportunity for Others, and a Litigation Risk for All, Grocery Manufacturers Association's 2009 Food Claims & Litigation Conference, Rancho Mirage, California (February 2009).

Deceptive Trade Practice Claims: Strategies for Responding to a Growing Trend, American Conference

Institute's 2nd National Forum on Food-Borne Illness Litigation, Scottsdale, Arizona (December 2008).

Product Liability When There is No Injury: The Deceptive Trade Practices Class Action, Grocery Manufacturers Association Food Claims & Litigation Conference: Emerging Issues in Food-Related Litigation, New Orleans, Louisiana (February 2008).

Bar Admissions

- California
- U.S. District Court, Central District of California
- U.S. District Court, Eastern District of California
- U.S. District Court, Northern District of California
- U.S. District Court, Southern District of California
- U.S. Court of Appeals, Ninth Circuit

Education

- J.D., Loyola Law School, Los Angeles, 1996
St. Thomas More Law Honor Society
- B.B.A., University of San Diego, 1992

Memberships

- American Bar Association
- Defense Research Institute
- Western Growers Association, Associate Member
- Orange County Regulatory Affairs Discussion Group

Community Involvement

- Orange County District Attorney's Office, Volunteer Deputy District Attorney (Summer 2003)
Handled all responsibilities of sworn deputy, including several misdemeanor trials and preliminary hearings, settlement negotiations and case initiation
- Corbin Legal Clinic, Volunteer Deputy District Attorney
- Youth Soccer and Baseball, Assistant Coach

Firm Committees

- Sabbatical Committee
- Associates Committee

Certifications

- Medical-Device Regulatory Affairs, Regulatory Affairs Professionals Society