



Brad J. Safon

Legal Experience 2015-date Safon Mediation, Inc. Redondo Beach, CA

Owner

- Successfully mediated scores of cases involving product liability, mass tort, franchise termination and employment. National practice – mediated cases in over 20 states and Canada. Representative corporations include Aston Martin, Mercedes Benz, Toyota, Honda, Nissan, Volvo, Yamaha, KTM, Harley Davidson, Sam's Club, Walmart, Michelin, Yokohama, Nitto, Riddell (BRG), Ford and Chrysler(FCA). Representative insurance carriers include Tokio Marine, Mitsui Sumitomo and AIG.

1993-2015 Honda North America, Inc. Torrance, CA

Senior Corporate Counsel

- Managed national vehicular and power equipment product liability and class action litigation as well as 200 asbestos cases, 200 warranty cases and 100 general/auto/vicarious/lease liability cases.
- Personally negotiated settlements from zero to multiple millions of dollars.
- Prepared more than 60 Japanese and American engineers for deposition and trial testimony in U.S. litigation.
- Corporate Counsel to Honda Aero, Inc. (jet engines).
- Responsible for national projects including passive restraint, Takata seatbelt press button, ATV rear pitch and the current Takata airbag litigation.
- Coordinated the briefing and oral argument in *Geier v. Honda*, an airbag preemption case, before the U.S. Supreme Court.
- Frequently lectured to various Honda entity associate groups in the U.S., Japan and Canada on legal issues affecting the company.
- Negotiated component supplier contract with another OEM.
- Negotiated contract with a Mobility Conversion company.

1991-1993 Rushfeldt Shelley & Drake Sherman Oaks, CA

Senior Attorney

- Responsible for medical malpractice defense case handling from inception through trial.

1984-1991 Lester Schwab Katz & Dwyer New York, NY

Senior Associate

- Opened Los Angeles area branch office in 1989.
- Responsible for coordination of more than 100 ATV cases in the northeast region of the U.S..
- Tried more than 25 product liability cases both as first and second chair.

Education

1980-1983 Emory University School of Law Atlanta, GA

- J.D., Moot Court

1978-1980 Boston University Boston, MA

- B.A. Political Science, Cum Laude

1976-1978 Lafayette College Easton, PA

Bar Admissions

NY, MA, PA, CA (inclusive of U.S. District Courts); U.S. Supreme Court.

Memberships

LACBA, DRI, ABA, PLAC

- Contributing author to ***Resolving Insurance Disputes Before Trial***, ABA Book Publishing, 2018, Chapter 11 – **Products Liability Personal Injury Claims**, ISBN: 978-1-64105-099-9
- Speaker on Accident Reconstruction, DRI Product Liability seminar - General Session, 1995; Frequent Speaker at DRI Strictly Automotive seminars, 2010 – date.
- Steering Committee member, DRI Product Liability seminar - Trial Techniques Specialized Litigation Group, 1994 – 1999.
- Speaker on Geier v. Honda, DRI Product Liability seminar - Automotive Litigation Specialized Litigation Group, 2000.
- Frequent panel speaker at annual ABA TIPS Product Liability seminars, 2005 - date.
- Co-Chairman, Biomechanics and Injury Causation (BIC) Specialized Litigation Group, DRI, 2007-2009.
- Speaker at the IADC International Corporate Counsel College in Paris, France, 2009.
- Speaker at the ACI Product Liability Litigation Conference in Chicago, 2014.
- Author and Presenter of “Smart Cars – Legal Issues and New Technology” at the DRI Strictly Automotive Seminar in Chicago, 2014.
- Graduate of the Pepperdine Straus Institute course on Mediating the Litigated Case, 2015.
- Speaker at the IADC International Corporate Counsel College in Chicago, 2015.
- Guest lecturer at Florida International University Law School product liability class, 2015
- Guest lecturer at Pepperdine University Law School mediation class, 2015
- Moot Court Justice for final round of the 2016 American Collegiate Moot Court Association, 2016
- Guest speaker at the ABA TIPS Product Liability Seminar on “What I’ve Learned About Settling Cases”, 2016

References from both sides of the bar available upon request

