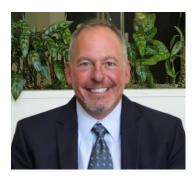


310-346-3460



# **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), Takata, Autoliv, Ford, BMW and Chrysler (FCA).
- Representative insurance carriers include Tokio Marine, Mitsui Sumitomo and AIG.
- Representative plaintiffs' attorneys include Rob Ammons, Rich Newsome, Tab Turner, Lance Cooper, Brian Panish, Ted Leopold, Joe Ritch, and Brian Chase.

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