



## Brad J. Safon

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**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***

