



**PROTECTING THE REPUTATION OF YOUR PRODUCT AND
REDUCING WARRANTY REPAIR AND LITIGATION COSTS
IN THE POST-ECONOMIC MELTDOWN WORLD**

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During the recent economic tsunami that swept over the country, many product dealers filed for bankruptcy or simply dissolved and went out of business. Products in these out of business dealers' inventory can end up literally anywhere, and the eventual purchaser can claim there are defects in the product even if it has been re-sold, damaged during transit, or improperly modified. Manufacturers and distributors can protect themselves, and the reputation of their product, if they plan ahead and incorporate appropriate safe guards in their sales documents and warranty papers. Additionally, the economic downturn is an incentive for consumers to sue manufacturers and distributors for alleged product defects. Manufacturers and distributors can further protect themselves by establishing uniform warranty policies and procedures that will better position them in the event of litigation, and more importantly, minimize warranty repair costs and enhance the consumer's experience with the product. This presentation will include information from actual litigation matters, as well as real life suggestions for drafting sales documents, warranty papers and warranty repair procedures.

Participants will learn the following:

- How to develop a strategy to protect the reputation of their company and the reputation of the product if dealers go out of business.
- How to position the company to best handle warranty claims and litigation arising from defunct dealers.



- How to develop warranty repair policies and procedures to minimize warranty litigation, minimize warranty repair costs, and maximize customer satisfaction.
- Practical tips on offering the best warranty service.