

# HUSCH BLACKWELL

## Animal Health & Production

Headquartered in the heart of the Animal Health Corridor—home to 56 percent of total worldwide animal health, diagnostics and pet food companies—Husch Blackwell was the first law firm of its size to create an animal health and production legal team. Our team is a recognized leader in the animal health and livestock production industries with members dedicated to their practice, not merely a collection of attorneys who happen to have handled a few related deals and cases.

Our clients require coordinated legal advice that crosses business models, jurisdictions, product classes, and business units. We are well-equipped to advise on a range of matters, including mergers and acquisitions, intellectual property, marketing and advertising, labor and employment, product and technology licensing, dispute resolution, corporate governance, product labeling, formulation and classification, and federal and state regulatory enforcement actions. With former agency personnel on our team, we have vital FDA experience.



### Animal Health

We have developed a team of lawyers with the necessary background and experience to provide clients with a turnkey solution to issues surrounding the research, development, manufacturing and marketing of animal health products, foods and feeds.



### FDA & USDA Regulatory

The U.S. Food & Drug Administration is the chief regulator of the pet food and animal drug industries. Our team features former FDA personnel and can effectively guide clients through all phases of product development, including approvals for new drugs/products; advice on marketing, labeling and manufacturing; responses to agency inquiries.



### Meat & Poultry

Our firm represents producers of meat and poultry products across the country on a variety of business and legal issues ranging from regulatory reviews, inspections and investigations to resolving conflicts in connection with commercial disputes, statutory challenges and environmental, employment-related and marketing/labeling issues. We have deep experience in assisting clients with regulatory compliance programs concerning both the U.S. Department of Agriculture (USDA) as well as state-level regulators.



### Dairy

For decades, Husch Blackwell has provided leading milk and dairy producers with corporate and business law advice on subjects ranging from the Pasteurized Milk Ordinance to dairy unfair trade practices; crafted regulatory compliance programs; and advocated for clients in a variety of disputes, including regulatory investigations, product liability lawsuits, and patent and trademark enforcement actions. Our clients include three of the largest dairy cooperatives in the United States.



Visit our blog at  
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category/animal-health/](http://www.foodandaglawinsights.com/category/animal-health/)

Get periodic updates on key topics of interest shaping the animal health industry by subscribing to our Food & Ag Law Insights blog.

## Representative Experience

- Counseled startup venture involved in bovine DNA analysis and testing technology through all stages of development: structuring the business, securing intellectual property, raising capital, taking product to market and ultimately selling the company.
- Successfully represented petitioner in the first ever Post-Grant Review matter before the U.S. Patent and Trademark Office's Patent Trial and Appeal Board involving a method of using genetic merit to determine relative value of livestock with all claims of asserted patents found unpatentable.
- Served as intellectual property and licensing counsel for a domestic animal health company as it prepared for IPO.
- Counseled a foreign animal health manufacturer on the acquisition of a U.S. animal health manufacturing facility.
- Represented supplier of animal reproduction technologies in multi-jurisdictional patent and trademark litigations resulting in favorable summary judgment ruling for client, leading ultimately to worldwide settlement of all claims.
- Worked with multiple animal health drug manufacturers/distributors regarding the negotiation of commercial agreements, including sales and distribution agreements.
- Represented a large beef producer cooperative in a services and licensing deal with the world's largest animal health company.
- Assisted cattle breed associations and genetics companies in developing DNA marker-assisted expected progeny differences and associate technologies.
- Advised business on development of animal age and source verification systems.
- Represented a national aggregator of large animal veterinary practices against a claim of tortious interference by individuals who were unsuccessful in joining a premier equine veterinary practice.
- Successfully defended claims of wrongful termination animal food distributor.
- Assisted animal feed and pet food companies with nationwide recall of products and dispute with supplier that provided recalled product and claims/dispute with insurer.
- Develop FDA, Association of American Feed Control Officials, state and Canadian compliant labels for international animal feed and pet food companies.
- Counseled animal health companies on advertising and marketing of animal drug, grooming products and other pet accessories as "organic", "cruelty free", "sustainable", "natural", etc. Successfully defended pet product manufacturer in class action asserting false advertising over use of "natural" in labeling and web-based advertising.
- Advised poultry processing facility on USDA Food Safety and Inspection Service (FSIS) safety, sanitation and packaging requirements.
- Advise FDA and FSIS regulated client in preventing or responding to inspection citations and enforcement actions such as 483s, warning letters, import detention and agency investigation, as well as provide real-time advice during facility inspections and recall situation.
- Served as FDA, USDA, and FTC regulatory counsel to animal health companies in their regulatory filings and compliance programs.

## Clients Who Count On Us

- Manna Pro
- Triumph Foods
- Dairy Farmers of America
- Nestle Purina
- American Simmental Association
- Tyson Foods

## Business is no longer usual. Neither are our solutions.

At Husch Blackwell, we have built our law firm around one idea: to guide our clients from where they are to where they want to be. Our industry-centric approach gives us a deep understanding of what our clients face every day. But more than that, it creates a shared vision that moves our clients forward.