

## Dr. Sebastian Polly

Partner  
Munich

### Biography

Sebastian Polly specializes in products law with a focus on product compliance, product conformity, product integrity, product liability and product safety. He supports clients around the world and is particularly experienced in the automotive, aviation, chemicals, consumer goods, electronics, energy, food, machinery, mobility and transportation industry. Besides, he is global co-head of our industry sector *Automotive*.

Sebastian has worked with numerous clients on the launch of innovative products. He assesses legal risks, develops liability mitigation strategies and is experienced in dealing with European market entry requirements.

Furthermore, Sebastian has solved a wide range of product crises by coordinating global corrective actions. He provides product safety risk assessments, handles authority notifications and drafts crisis communication. In addition, he coordinates internal product compliance investigations and advises on internal processes such as product conformity and safety policies.

Moreover, Sebastian has helped various clients defend product liability claims and solved complex supply chain disputes. He is a litigator with extensive court experience.

Overall, Sebastian has already assisted clients with millions of products in all EU countries and globally in over 110 jurisdictions. In doing so, he particularly uses



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### Languages

English  
German

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### Practices

Litigation Services  
Products Law

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### Industries

Automotive  
Consumer  
Energy and Natural Resources  
Technology and Telecoms

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### Areas of focus

innovative legal tech and project management solutions.

Sebastian is also the author of numerous national and international publications. He earned his doctorate with a thesis on German and European product safety law.

*Legal 500* recognizes Sebastian as a "*Leading Individual*" for his outstanding work in product liability. According to *Who's Who Legal*, he is "*a go-to name for product liability, safety and compliance issues*". Furthermore, *JUVE* ranks him and his team *Tier 1 for Product Liability*.

## Representative experience

Advising numerous companies on complex global product compliance aspects incl. the development, certification/homologation and market entry of innovative high-tech products in over 110 jurisdictions.

Acting as product liability defense attorney for numerous global technology companies in hundreds of disputes, litigation cases and trials incl. mass tort and global defense coordination.

Advising several automotive companies on the interpretation of vehicle certification and homologation provisions, incl. FMVSS, GSO, GTR, UNECE Regulations, etc.

Supporting companies with the training of attorneys, engineers and managers, particularly with respect to internal product compliance and product safety processes.

Defending several international companies in criminal product liability cases, particularly linked to alleged product compliance and safety violations incl. fraud, negligent manslaughter, etc.

Advising several global technology companies on various cybersecurity incidents, incl. OTA as well as coordination with regulators and law enforcement.

Supporting several international companies by auditing and improving their internal product compliance and product safety processes.

Product Compliance

Product Litigation

Consumer Product Safety Regulation

Class Actions and Group Litigation

Electronics and Consumer Appliances

Connected Cars

Automotive Regulatory

DoT and FAA Regulatory

Retail and Consumer Goods

International Regulatory Compliance

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## Education and admissions

### Education

Dr. iur., University of Augsburg, 2012

Second State Exam in Law, Bavaria, 2010

First State Exam in Law, University of Augsburg, 2008

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Representing companies in multi-million supply chain disputes, particularly linked to recourse actions after global product recalls.

Advising and representing several companies regarding allegations linked to allegedly defective batteries, incl. defense of civil, criminal and regulatory claims.

Advising several companies regarding their EU chemical and environmental product compliance, particularly linked to ESG, REACH, RoHS and WEEE including notifications, registrations and warnings.

Advising numerous global companies on EU market entry requirements and CE marking incl. the Electromagnetic Compatibility, Low Voltage, Machinery and Radio Equipment Directive, etc.

Representing numerous international companies before several product compliance authorities, incl. BAM, BAuA, BMDV, BMWK, BNetzA, EASA, EBA, the European Commission, KBA, LBA, etc.

## Awards and rankings

- Leading individual for product liability, *Legal 500 EMEA and Legal 500 Germany*, 2018-2022
- Listed in the Best of the Best Expert Guide as one of the top 30 product liability practitioners globally, *Expert Guides*, 2017-2020
- Acritas Stars, *Acritas Stars Independently Rated Lawyers*, 2018-2022
- Listed as expert for product liability defense, *Who's Who Legal*, 2018-2022
- Tier 1 for product liability, *JUVE handbook*, 2018-2022
- Recommended lawyer for compliance, *WirtschaftsWoche*, 2021
- Recognized as Best Lawyer for Product Liability Litigation and Litigation, *Best Lawyers*, 2019-2023

## Latest thinking and events

- Hogan Lovells Events

- Automotive and Mobility Event in Munich
- News
  - Hogan Lovells at CES 2023
- Insights and Analysis
  - Mobility and Transportation Newsletter | November 2022
- Insights and Analysis
  - Getting The Deal Through: Automotive 2022
- Insights and Analysis
  - Mobility and Transportation Newsletter | July 2022
- News
  - Driving Ahead - Our global Automotive capabilities