

## Eshana Subherwal

Senior Associate

London

### Biography

As part of the firm's Global Products Law Practice, Eshana Subherwal focuses on product regulation and compliance, product-related commercial issues and consumer law, with a particular interest in the Internet of Things, e-commerce and disruptive technology.

Eshana's clients include global companies putting innovative products on the market across different sectors, from automotive and connected technology, to consumer electronics, clothing and wearables.

She advises clients on the full product life-cycle, and works on a daily basis with colleagues in Hogan Lovells' network of overseas offices. Eshana was recently seconded to the Hogan Lovells' Singapore Office, where she advised on a range of commercial issues in the technology sector.

### Representative experience

Acting for several US-based technology companies in relation to the development and launch of innovative electronic products on the EU market and overseas.

Advising major manufacturers of consumer products following the identification of potential safety issues.

Providing advice to a German consumer goods manufacturer seeking to launch its innovative product on the UK market.



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### Languages

English

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### Industries

Technology and Telecoms

Consumer

Sports, Media and Entertainment

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### Areas of focus

Consumer Product Safety  
Regulation

Product Compliance

Retail and Consumer Goods

Electronics and Consumer  
Appliances

Digital Accessibility

Working alongside litigation colleagues in a matter involving a global e-commerce client accused of selling counterfeit cosmetic products worldwide.

Co-ordinating an international project for an automotive manufacturer on regulations concerning connected vehicles.

## Latest thinking and events

- Insights and Analysis
  - New Product Liability Directive – online platforms and fulfilment services providers in the firing line?
- News
  - European Commission moves forward in efforts to promote product repairability and tackle greenwashing
- News
  - Security by design: incoming UK and EU legislation to tackle cybersecurity risks in IoT devices
- News
  - BEIS publishes draft legislation to extend post-Brexit transitional arrangements for businesses
- News
  - NEW: EU Blue Guide June 2022 – long awaited; how does it shape up?
- News
  - Big (USB-C) changes on the horizon: The EU's common charger

Artificial Intelligence

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## Education and admissions

### Education

Law Degree, London School of Economics, 2014

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### Bar admissions and qualifications

Solicitor, England and Wales

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