Beth Schneider Naylor

Partner

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Great American Tower
301 East Fourth Street, Suite 3300
Cincinnati, OH 45202

Industries

Manufacturing

Consumable Goods

Industrials

Practice Areas

Product, Tort & Insurance Litigation

Consumer Products Litigation

Fire & Explosion

Outside General Counsel Services

Product Liability

Product Recalls & Regulatory

Bar Memberships

Ohio

Wisconsin

Beth has over 30 years of experience advising businesses on the risks associated with the products they manufacture and distribute throughout the world. Using each individual client's business goals as the guide, Beth is strategic, proactive, and innovative in her approach to addressing mitigation of risk, brand integrity, litigation avoidance, and compliance issues. She provides national litigation management, representation before regulatory bodies, crisis management response, risk assessment/management, and preventive product safety counseling to U.S. and foreign manufacturers and distributors in diverse industry sectors, from consumer products and industrial equipment to medical devices, drugs, food products, and cosmetics. She has worked with U.S., Canadian and European health and safety officials to develop, defend, and harmonize worldwide safety standards, and collaborates with a network of foreign regulatory counsel as needed. Beth lectures on product safety, regulatory, and liability issues globally.

Beth is consistently named one of The Best Lawyers in America® and received the prestigious Global Client Choice® award for adding value to clients' businesses. Beth has also been recognized for outstanding leadership in advancing and mentoring women as an Athena Award Finalist, Law360 Female Powerbroker and recipient of the Ohio Glass Ceiling Award from the National Diversity Council and Council on Women.

Beth's Relevant Experience

Core Capabilities

Beth's practice includes the following:

- Advising clients on proactive and tactical defense of claims and litigation dockets based on both short-term and long-term business objectives.
- Actively participating in the defense of lawsuits at discovery, motion, trial and appellate phases.
- Strategizing with clients to protect product reputation and brand integrity, implementing non-judicial plans, and pursuing legal action, as necessary.
- Developing organization-specific protocols for cross-functional processes aimed at minimizing risk, ensuring product safety and quality, and enhancing compliance with applicable standards and regulations.
- Developing and working with a North American network of experienced local counsel trained in efficient, effective and focused case handling procedures.
- Drafting, interpreting and implementing risk allocation and indemnity clauses throughout supply and distribution chains.
- Designing, evaluating and auditing product literature, warnings, instructions and internal quality assurance, document retention, risk management and claims processes for compliance with standards and overall effectiveness.
- Representation on Consumer Product Safety Commission (CPSC) matters involving compliance, reporting, advocacy, full investigations and design/implementation of recalls and management of similar matters with product safety agencies in other countries (e.g., Health Canada).
- Participation in standards-making processes (ANSI, ASTM, CMA, SIS and ISO) as an industry expert on behalf of clients to minimize risks to industries generally, and individual clients, specifically.
- Working with a broad range of clients, from small closely held to Fortune 100 companies.

- Overseeing and facilitating resolution of product-related business issues including intellectual property matters, product disparagement, supply chain management, indemnity and contract disputes.

Representative Matters

Standards Development and Harmonization

- Serves as a North American industry expert on ISO working group to develop and harmonize global standard for power tools.
- Client representative to standard developer trade association for maintenance and renewal of ANSI standard, successfully withstanding an appellate challenge.
- On behalf of iconic American glassmaker, initiated, organized and developed first-ever voluntary standard for glass bakeware.
- Serves on ASTM committee and task force for candle safety with regulators and industry experts on behalf of America's oldest candlemaker.
- Representing multiple foreign and domestic manufacturers in a power tool sector, created and organized a Safety Alliance with NIOSH, labor unions, industry trade association and other labor groups.

Medical Devices & Drugs

- Implemented and coordinated global Class 1 recall initiated by FDA of a medical device and first-chaired subsequent litigation against contract manufacturer for reimbursement of recall expenses and lost profits.
- Guided client through complex regulatory framework for combination product subject to FDA and EPA regulations.
- Issues opinion letters on FDA jurisdictional issues relating to emerging software and AI – aid medical technology.
- Assist multiple clients with FDA warning letters and audits.

Hand & Power Tools

- Serves as national coordinating counsel for international and domestic manufacturers of pneumatic, electric and battery-operated nailers, staplers, screwdrivers and other fastening devices and accessories.
- Serves as national coordinating counsel for Fortune 200 company's manufacturing division of hand-held torches and distributor of gas cylinders.
- Serves as U.S. counsel to multiple Japanese tool manufacturers.

Consumer Products

- Serves as national coordinating and product safety counsel for manufacturer of glass, bakeware, tableware, utensils and home accessories under iconic American brands.
- Serves as product safety counsel to America's oldest candle manufacturer.
- Advises and represents clients on consumer product regulation, including Consumer Product Safety Commission (CPSC) reporting, investigations, and recalls.
- Obtained "no jurisdiction" ruling from CPSC on behalf of a Fortune 200 manufacturer
- Obtained "no action" findings on behalf of multiple clients before the CPSC.
- Manages and coordinates North American reports and recalls involving Health Canada and CPSC.
- Developed and implemented North American market withdraw of residential power surge protectors and successfully pursued private-label manufacturers for 100% reimbursement of related expenses.

Cosmetics

- Outside regulatory counsel for direct-to-consumer online cosmetic company on MoCRA compliance and California Prop 65 matters.

Juvenile Products

- Served as national coordinating counsel for manufacturers of children's products, including commercial playground equipment and toys.
- Serves as local litigation counsel for manufacturer of baby products.

Food Industry

- Serves as national counsel for a distributor of flavorings in diacetyl and diacetyl-substitute cases and local counsel for additional food flavoring manufacturers.

Industrial Equipment

- Designed, organized, and successfully implemented a corrective action plan involving industrial welders in the field and distribution channels.
- Organized a cross-functional corrective action team and successfully guided the retrieval of hundreds of thousands of surge protectors in the field and throughout a complex distribution network involving dealers, franchisees, and retail service providers on behalf of a global energy and services company; then, recouping the costs from the upstream suppliers.
- Serves as product safety counsel to Fortune 500 American manufacturer of industrial machinery with global sourcing and distribution.

Fire & Explosion

- Serves as national coordinating counsel defending manufacturers and distributors of propane and MAPP gas torches and cylinders.
- Organized a cross-functional corrective action team and successfully guided the retrieval of hundreds of thousands of surge protectors in the field and throughout a complex distribution network involving dealers, franchisees, and retail service providers on behalf of a global energy and services company; then, recouping the costs from the upstream suppliers.

Chemical Exposure

- Serves as California Proposition 65 counsel to companies in diverse industries throughout the supply chain.
- Serves as national counsel for a distributor of flavorings in diacetyl and diacetyl-substitute cases and local counsel for additional food flavoring manufacturers.
- Served as lead toxic tort counsel for a national lawn care company.

Other Info About Beth

Education

University of Notre Dame Law School, J.D., 1986, *cum laude*
Student Bar Association President
Student Speaker at graduation

Miami University, B.A., 1982, *magna cum laude*

Courts

Supreme Court of Ohio, 1989

Supreme Court of Wisconsin, 1986

United States District Court, Southern District of Ohio, 1990

United States District Courts, Eastern and Western Districts of Wisconsin, 1986

United States District Court, Eastern District of Michigan, 1992

Beth has represented manufacturers in products liability matters in over 35 states

Recognition

"Expert Spotlight: Beth Schneider Naylor," Stericycle Solutions (2020)

University of Cincinnati, Lindner College of Business, Adjunct Professor, Legal Environment of Business, 2016-2018

Lexology's Client Choice Award 2015, Litigation Category, Ohio

The Best Lawyers in America®, Product Liability Litigation – Defendants, 2015-2027

Cincy Leading Lawyer, *Cincy Magazine,* 2015-2021

The Nihon Keizai Shinbun (The Nikkei), Honored Presenter on "Understanding Product Liability in the United States," Tokyo Japan, 2015

Female Powerbroker by *Law360,* 2014

2013 Athena Finalist, *Cincy Magazine*

Ohio Glass Ceiling Award, *National Diversity Council and Council on Women*, 2013

Bar Register of Pre-eminent Women Lawyers, 2011

Mentor of the Year, Frost Brown Todd, 2011

Product Liability Advisory Counsel (PLAC), Sustaining Member, 2009

Litigation Counsel of America, 2009

Women's Business Cincinnati "Top 10 Tri-State Bosses," March 2006

Outstanding Lawyers of America, 2003

International Who's Who of Product Liability Defense Lawyers nominee, 2003

Professional Affiliations

Ohio Women's Bar Association Board of Trustee Member

Product Liability Advisory Council, Sustaining Member

Defense Research Institute

American Bar Association

Industry Advisory Board, Stericycle Expert Solutions

Ohio State Bar Association

Cincinnati Bar Association

Civic Activities

University of Notre Dame Law Association, Board of Directors, 2007-present
Executive Advisory Committee, 2013 – present
President, 2012-2013
President-Elect, 2011-2012
Admissions Committee Chair, 2010-2012
Diversity & Inclusion Committee Chair, 2017 – present

Half the Sky Movement (2012 – present)
Turning Oppression into Opportunity for Women Worldwide
Community Ambassador

ND Lawyers Committee of Greater Cincinnati (2013 – present)
Organizing Committee

All Saints Catholic Parish Boosters, 1993-2011
Education Commission
Special Projects
Track and Softball Coach

Cincinnati Junior Rowing Club, 2009-2011
Membership Chair

Ursuline Academy of Cincinnati, 1996-2009
Second Century Campaign National Committee
Ultimate Auction Sponsor

Archbishop Moeller High School, 2004-2008
Academic Advisory Council
Alcohol and Drug Policy Task Force

Sycamore SAY and Select Soccer, 1995-2006
Coach and Sponsor

Firm Committees

FBT Women's Initiative, Founder and former Chair

Firm Governance Committee, former Member

Products Liability Practice Group, former Co-chair

Presentations

Podcast Guest, "Beth Naylor – Lawyer/Partner at Frost Brown Todd", Corporate Law Lab, February 13, 2025

Major Publications

"States of Disrepair – Recent Developments in the "Right to Repair" Movement," Manufacturing.Net (August 2023).

"Six ways to reduce products liability claims in the time of COVID," Westlaw (October 2020). Download pdf.

"Counterfeiting: Taking Down Fakes and Fraudsters," Wisconsin Lawyer (July 2020)

"New product checklist for small businesses," Insureon Blog (July 2016)

"Female Powerbrokers Q&A: Frost Brown Todd's Beth Naylor," Law360 (May 2014)

Featured Articles

Industry Victory: Texas Food Additive Labeling Law Put on Ice

U.S. CPSC Takes Big Step Towards Regulating Safety of Products Sold on E-Commerce Platforms

How the U.S. Supreme Court Set the Stage for Deregulation 2.0 Across All Industries

MoCRA Registration and Product Listing Enforcement Coming Before Year's End: Start Preparing Now

States of Disrepair – Recent Developments in the 'Right to Repair' Movement

Modernization of Cosmetics Act of 2022 Overhauls FDA Regulation of the Cosmetics Industry

Proposed Changes to California Prop 65 Short-Form Warnings

Six Ways to Reduce Products Liability Claims in the Time of COVID

Reduce Your Liability Exposure and Costs Associated with Counterfeit and Knockoff Products

First-Ever Criminal Prosecution for Failure to Report a Hazardous Product Defect

Liability Exposure of Parent for U.S. Sales Through U.S. Subsidiary

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