

## Entering the US Market: Legal Hurdles That Manufacturers Must Overcome

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From design to delivery, a manufacturer has so much to consider when selling a product in the United States. The US government, as well as independent agencies, police nearly every facet of product development, and the regulations are constantly changing in light of both technological and scientific advancements and changes to their enabling legislation. The pitfalls of failing to comply with the myriad of rules are too great to ignore. This article tracks the life cycle of a product's development and marketing and provides insight into some of the most common legal hurdles faced by manufacturers entering the US market. Chief among these are consumer protection lawsuits.

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