

Lars E. Gulbrandsen

Partner

Lars Gulbrandsen is a partner in the Products Liability Group. His practice consists primarily of defending product liability lawsuits, although he continues to represent clients on a variety of commercial issues, including contract and domain name dispute matters. He has experience defending various product liability claims related to machines and vehicles. He has also participated in the litigation of several large toxic tort cases. Mr. Gulbrandsen also assists and advises clients in product recalls and regulatory questions that may arise before the Consumer Product Safety Commission and related regulatory agencies. Mr. Gulbrandsen is a member of the firm's Summer Associate Committee and a volunteer at the Marquette Volunteer Legal Clinic at the Spanish Center in Milwaukee.

Legal Services

- [Product Liability](#)
- [Appellate](#)

Education and Honors

- University of Wisconsin Law School (J.D., 2001)
- St. Olaf College (B.A., 1996)

Bar Admissions

- Wisconsin

Court Admissions

- U.S. Court of Appeals, 11th Circuit, 2012
- U.S. District Court, Eastern District of Wisconsin, 2001
- U.S. District Court, Western District of Wisconsin, 2001
- U.S. Court of Appeals, 7th Circuit, 2001

Professional and Civic Activities

- State Bar of Wisconsin (Member)
- American Bar Association (Member)
- 7th Circuit Bar Association (Member)
- MVLC Advisory Board Member
- Member, International Association of Defense Counsel (IADC), 2019

Professional Recognition

- Selected for inclusion in Wisconsin Super Lawyers—Rising Stars Edition 2008 (Personal Injury Defense: Products)
- State Bar of Wisconsin – Pro Bono Honor Society (2015)



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Cases

- *American Family Mutual Insurance Company v. Cintas Corp. No. 2, et al.*, 2018 WI 81, 914 N.W.2d 76
- Co-author (with May Mowzoon & Nikia Fico), "Unlimited? Introducing the New Generic Top Level Domains," Quarles & Brady Intellectual Property Update, March 2009
- *Cook v. MillerCoors LLC, et al.*, 872 F. Supp. 2d 1346 (M.D. Fla. 2012)
- *Cowley v. Abbott Laboratories, Inc., et al.*, 476 F. Supp. 2d 1053 (W.D. Wis. 2007)
- *Horst v. Deere & Co.*, 2009 WI 75, 312 Wis. 2d 421, 752 N.W.2d 406
- *St. Paul Mercury Ins. Co. v. Viking Corp.*, 539 F.3d 623 (7th Cir. 2008)