

Mark Kircher

PARTNER

Milwaukee

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About Mark

Unparalleled success defending product liability cases

Mark Kircher is an experienced trial attorney who has tried more than 70 civil trials to verdict in 24 states. He represents and defends national and international manufacturing companies and acts as national counsel to some of the largest manufacturers in the country, advising them on complex product liability and toxic tort matters. Mark's clients include manufacturers of:

- **Motor vehicles**
- **Mechanical devices**
- **Heavy industrial and construction equipment**
- **Pool and spa pumps and filtration equipment**

As a skillful and strategic litigator, Mark takes the time to fully understand every step of the product development process in order to help his clients identify potential issues and to provide counsel on proactive risk avoidance measures. When matters do make their way into a courtroom, Mark focuses on defending not just the company, but the men and women who design and engineer the products.

Mark is a fellow of the American College of Trial Lawyers and the International Academy of Trial Lawyers.

Experience in Action

- **Advising on complex product liability matters** involving allegations of design defect, manufacturing defect, product recalls and unusual harm.

Education and Honors

Marquette University Law School (J.D., *summa cum laude*, 1985)

- Intern to the Honorable John Coffey of the United States Court of Appeals for the Seventh Circuit

Marquette University (B.S., *cum laude*, 1982)

Bar Admissions

Wisconsin

Illinois

Court Admissions

U.S. Court of Appeals, 3rd Circuit, 2008

U.S. District Court, Northern District of Illinois, 2004

U.S. District Court, Eastern District of Michigan, 2003

U.S. District Court, Colorado, 2001

U.S. Court of Appeals, 5th Circuit, 1999

U.S. Court of Appeals, 10th Circuit, 1998

U.S. District Court, Southern District of Illinois, 1996





- **Working with expert practitioners** to learn the science and technology behind product design and manufacturing, including mechanical engineers, computer scientists, accident reconstructionists, biomechanics and other technical experts.
- **Securing successful trial outcomes by translating complex scientific and technology concepts** and ideas into compelling arguments a jury will understand.
- **Serving as national counsel developing comprehensive product defense strategies** and implementing them across jurisdictions throughout the United States.
- **Advising on risk avoidance and risk management**, leveraging knowledge of product development, manufacturing and distribution to minimize exposure.

U.S. District Court, Northern District of California, 1995

U.S. District Court, Central District of Illinois, 1990

U.S. Court of Appeals, 7th Circuit, 1989

U.S. District Court, Western District of Wisconsin, 1985

U.S. District Court, Eastern District of Wisconsin, 1985

U.S. District Court, District of Nebraska, 2012

Recent Success

- Won defense verdicts in over 90% of the product liability cases he has tried, including defense verdicts in challenging venues such as East St. Louis, Ill.; the Philadelphia Court of Common Pleas; Mingo County, W. Va.; Galveston, Texas; and Cook County, Ill., among others.

Capabilities

Automotive Industry

Product Liability

Professional Recognitions

- Recognized as *Best Lawyers*® 2018 Milwaukee Personal Injury Litigation - Defendants "Lawyer of the Year"
- Selected for inclusion in the 2011, 2013-2017, 2019, 2021 Wisconsin Super Lawyers® lists (Personal Injury Defense: Products)
- Listed in *Best Lawyers*® (2003-present: Personal Injury Litigation - Defendants; Product Liability Litigation - Defendants)
- International Academy of Trial Lawyers — Fellow
- American College of Trial Lawyers — Fellow
- Martindale-Hubbell AV-Preeminent® Peer Review Rated

Professional & Civic Activities

- State Bar of Wisconsin, member
- Milwaukee Bar Association, member
- American Bar Association, member





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- Defense Research Institute, member
 - International Association of Defense Counsel, member
 - Product Liability Advisory Council, member
 - Marquette University Law School, assistant adjunct professor of law
 - Living One Day At A Time (support group for the parents of children with cancer), past president

