

NEWS RELEASE

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Food Litigation & Regulatory Partner Nury Yoo Joins Faegre Drinker in California

San Francisco — March 2, 2022 — [Faegre Drinker](#) announced today that **Nury Yoo** has joined the firm as partner in the [product liability and mass torts](#) practice group and as a member of the firm's [food litigation and regulatory](#) practice in the [San Francisco](#) and [Los Angeles](#) offices. She comes to the firm from Keller and Heckman LLP where she counseled clients in the food and consumer product industries.

Yoo helps clients in the food and beverage, cosmetics, dietary supplement, OTC drug, personal care, and alcohol beverage industries to navigate regulations, manage risk and defend against challenges. Her areas of focus include labeling, marketing and advertising, food safety, due diligence reviews for private investment, and California's Proposition 65. She also advises clients on the complex federal and state issues in the use of cannabidiol (CBD) and related cannabinoids in consumer products.

"Nury has developed an impressive practice that we are thrilled to be adding to our national food law team," [Sarah Brew](#), leader of the firm's food litigation and regulatory practice, said in a statement. "She brings experience advising food industry clients on day-to-day regulatory matters and litigation risks, plus more specialized areas like labeling and advertising, regulatory enforcement, and supply chain contracts. We're looking forward to offering the full scope of her talents to our clients."

Yoo represents clients in areas regulated by the U.S. Food and Drug Administration (FDA), U.S. Department of Agriculture (USDA), Federal Trade Commission (FTC), Alcohol and Tobacco Tax and Trade Bureau (TTB) and state regulatory agencies such as California's Office of Environmental Health Hazard Assessment (OEHHA) and Department of Public Health (CDPH). She also is experienced in the consumer product arena before the U.S. Consumer Product Safety Commission (CPSC), advertising challenges before the BBB National Programs' National Advertising Division (NAD) and food-related intellectual property matters before the Trademark Trial and Appeal Board (TTAB) of the U.S. Patent and Trademark Office.

Additionally, she advises and collaborates on the development of new products, including labeling, formula review, and claims substantiation.

"We continue to see California as a hot spot for food work, making Nury a perfect addition to our team," Los Angeles officer leader [Tarifa Laddon](#) and San Francisco office leader [Cheryl Orr](#) said in a joint statement. "We're excited to continue to grow our offices on the West Coast with professionals as talented as Nury -- she's a trusted advisor to clients, an experienced litigator and has a very entrepreneurial practice."

As a litigator, Yoo has represented clients in state and federal trial and appellate courts. Clients seek her counsel on litigation risk-analysis and avoidance measures, responses to litigation demand letters, and litigation strategy.

Yoo clerked for the Honorable John E. Steele of the U.S. District Court for the Middle District of Florida, and holds several leadership roles in the legal community. She is the Co-chair of the Cannabis/CBD/Hemp Law & Policy Committee of the National Asian Pacific American Bar Association, and is on the Outside Advisory Board of the Resnick Center for Food Law and Policy of the University of California Los Angeles School of Law. She has served on various committees for the Food and Drug Law Institute, including for the Food Advertising, Labeling, and Litigation Conference for the Food and Dietary Supplement Industries, and the Food and Dietary Supplement Safety and Regulation Conference. She also serves on the Board of Directors of the North Fourth Art Center (formerly VSA Arts of New Mexico).

She earned her bachelor's degree from Mount St. Mary's University and her Juris Doctor from Georgetown University Law Center.

The firm's nationally ranked food litigation and regulatory practice offers a unique combination of food labeling and advertising counseling, food safety and regulatory enforcement advice, and complex litigation experience to guide clients through the distinctive concerns confronting food and beverage companies.

About Faegre Drinker

Faegre Drinker is a firm designed for clients. With more than 1,300 attorneys, consultants and professionals in 21 locations across the United States, London and Shanghai, Faegre Drinker provides exceptional transactional, litigation, regulatory and government advocacy services to organizations ranging from emerging enterprises to multinational companies. Faegre Drinker Consulting, the firm's advisory and advocacy division based in Washington, D.C., provides public policy, regulatory and technical services to key sectors of the economy. Additional services include Tritura Information Governance, the firm's data science subsidiary, and Innovative Health Strategies, a health care consultancy that helps hospitals operate efficiently and improve quality of service. Learn more at [FaegreDrinker.com](https://www.faugredrinker.com).

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