

William V. Custer

Partner, Atlanta

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William V. Custer's practice frequently has involved the management and coordination of multi-jurisdictional and national litigation on behalf of the Firm's largest corporate clients. In this role he has acted as national discovery counsel for one of the country's largest retail companies, national coordinating counsel for the defense of toxic tort claims against a Fortune 500 manufacturing company and national *Daubert* counsel for another Fortune 500 manufacturing corporation.

He also has extensive experience representing clients in a wide range of banking, commercial and antitrust litigation and has represented regional, national and international banking concerns in cases involving such matters as lender liability, RICO, truth in lending and fiduciary liability. He also has represented corporations in antitrust litigation involving private enforcement of the Sherman Act, The Clayton Act and the Bank Holding Company Act.

One of Mr. Custer's areas of concentration is products liability and the related field of toxic tort litigation. In the course of his career, he has represented several manufacturing concerns involved in nationwide litigation over the safety of their products. In recent years, Mr. Custer has developed extensive experience in the

Practices

- Antitrust & Trade Regulation
- Environmental
- Litigation
- Products Liability Litigation

Education

- J.D., University of Georgia School of Law, 1986
- B.A., Emory University, 1983

Bar & Court Admissions

- Georgia, 1986
- U.S. Court of Appeals for the Eleventh Circuit, 1986
- U.S. District Court for the Middle District of Georgia
- U.S. District Court for the Northern District of Georgia
- U.S. Supreme Court

Memberships

- Lawyers Foundation of Georgia
- State Bar of Georgia, Board of Governors
- State Bar of Georgia, Trial Practice Section

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emerging area of litigation related to indoor air quality. This litigation has involved cutting edge theories of liability and injury advocated by the plaintiffs' bar including medical monitoring, RADS and multiple chemical sensitivity. Mr. Custer's defense of such cases has been distinguished by the innovative use of The Supreme Court's decision in *Daubert v. Merrell Dow Pharmaceuticals, Inc.* to exclude from evidence the opinions of a number of leading experts utilized by the plaintiffs' bar. He is frequently called upon by trade groups and others to speak on these subjects.

- State Bar of Georgia, Products Liability Section, Newsletter Editor
- Everybody Wins!, Director

Awards & Honors

- Best Lawyer (Commercial Litigation, 2007-2009)
- Georgia Super Lawyer (2007-2008)

Publications

"Tainted Imports Require Refresher On CPSC Reporting Requirements; Companies Must Report a Product if a Defect Constitutes a Substantial Product Hazard," *Industry Week*, co-authored with Adwoa Ghartey-Tahoe Seymour, August 2007

"The Development of Judicial Policy on the Phenomenon of Multiple Chemical Sensitivity in the Post-Daubert Era," *15 Journal of Toxicology and Industrial Health* 428, co-authored with E. Kertscher, 1999

"Multiple Chemical Sensitivity Syndrome: The Wavering Influence of the Courts on Public Policy," *24 Regulatory Toxicology and Pharmacology* S182, 1996