

Craig M. Spierer

SHAREHOLDER

he / him / his

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Craig Spierer is a trusted partner and advisor for clients. He brings a pragmatic approach and creative thinking to both the everyday needs and complex matters which clients encounter. He represents a wide array of privately held startups, emerging high growth and established middle-market companies, as well as entrepreneurs and investors in a wide array of nuanced and ever-changing industries including food, supplements, health and wellness; luxury and other consumer goods; media, marketing; technology; and service providers. The first call when clients encounter issues that may affect their business, Craig provides business-oriented practical solutions to clients' US and cross-border transactions and strategic advice to assist clients to grow and protect their global intellectual property and brands. He combines his extensive industry experience and understanding of their businesses to help clients achieve their objectives while managing any business and legal risks.

With nearly two decades of transactional experience, Craig routinely structures, negotiates and advises clients during the entire product or business lifecycle, including corporate structuring; agreements with suppliers, manufacturers, distributors, advisors, endorsers/influencers, customers and service providers; strategic partnerships, joint ventures and licensing agreements; internal guidelines and procedures; financing and exits and everything in between. Craig endeavors to provide sound legal advice to protect a client's business and grow their bottom line.

Craig uses his extensive experience to strategically grow and protect clients' intellectual property and brands through the formulation, implementation and execution of brand protection strategies on a worldwide basis. In the management of clients' global trademark portfolios, such strategies include advice on trademark clearance, protection, and licensing as well as assistance against copyright and trademark infringers including on the ever-changing e-commerce platforms and digital landscape.

He routinely partners with media, public relations, or other digital/media agencies in assisting companies in navigating the marketing and sale of their goods or services. He devotes a significant amount of his practice in connection with product labeling, packaging and marketing campaigns and use of endorsers/influencers to ensure compliance with applicable guidance and mitigating consumer/competitor complaints.

Capabilities

- Commercial Contracts & Transactions
- Venture Capital & Emerging Growth Companies
- Corporate & Transactional
- Food, Drug & Device

Craig regularly advises clients related to consumer complaints and lawsuits, and tactics to minimize the same.

Additionally, Craig guides clients through some of the most complex issues related to compliance with the Federal Food Drug and Cosmetic Act (FDCA), the Dietary Supplement Health and Education Act of 1994 (DSHEA) and related regulations. In connection with the development and marketing of foods, beverages, supplements and related products, he advises with respect to product labeling, packaging and marketing to ensure compliance with the FDCA and FTC guidelines and claims substantiation. He also assists clients in connection with FDA audits, adverse event reporting and responses to FDA Warning Letters. Additionally, Craig counsels on quality control matters and issues regarding the importation and exportation of products and compliance with current Good Manufacturing Practices (cGMPs).

Education

- Brooklyn Law School (J.D., 2004)
- Tulane University (B.A., 1999)

Bar Admissions

- New Jersey
- New York

Court Admissions

- U.S. District Court, District of New Jersey
- U.S. District Court, Southern District of New York

Memberships

- American Bar Association
- American Herbal Products Association
- Natural Products Association

Recognition

- The Ronnie Henderson Outstanding Volunteer Award
- *Super Lawyers*, Rising Stars, 2013-2015, Intellectual Property
- *Super Lawyers*, Business/Corporate Law, Food and Beverage, 2018-2021
- *Long Island Business News*, Who's Who in Intellectual Property