



## Carl Rowley

Partner

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### RECOGNITIONS

- Martindale Hubbell AV® Preeminent™ 5.0 out of 5
- The National Law Journal: "Winning: In Defending Tobacco Companies, Less Was More"
- The American Lawyer: "Blazing Billables: State Laws Expand Pro-Pot Legal Work"
- Listed in "The Best Lawyers in America®"
- St Louis Business Journal: "How a High Profile Trial Lawyer Became Expert in Cannabis Law" 2019
- Legal Champion Award, Lawyers Media 2012
- Top Defense Verdict of the Year, Lawyers Weekly 2011
- Bloomberg News: "Tobacco Industry Doesn't Owe Missouri Hospitals" (quoting Carl's closing argument)
- Listed in "Missouri & Kansas Super Lawyers", 2012-2016
- Law360: "How They Won it: Taking Big Tobacco to the Jury"
- The American Lawyer: "Am Law 200 Firms Grow National Pot Practices"

Carl has more than 30 years of experience in representing consumer product and agricultural clients in jury trials throughout the United States. He chairs the Firm's Mass Tort Practice, co-chairs its Consumer Product Practice, and is a member of its Cannabis Practice.

Carl has served as trial counsel in high-stakes business and personal injury cases for agricultural and consumer product clients for decades, including as lead trial counsel in the defense of billion-dollar damages claims. He first-chaired the largest defense jury verdict in the history of tobacco cost recovery litigation. His cases and verdicts have been covered by the National Law Journal, the American Lawyer, the New York Times, the St. Louis Post-Dispatch, and other national media outlets.

Carl is a trusted advisor to Firm clients on domestic and international cannabis business law issues. He is a Lifetime and Sustaining Member of the International Cannabis Bar Association, has served two terms on the National Cannabis Industry Association's Packaging & Labeling Committee, and currently serves on the NCI's Risk Management & Insurance Committee.

Carl has decades of experience in preparing and cross-examining expert witnesses on complex epidemiologic, biostatistical, damages model, disease causation, product design, and addiction issues. He has litigated a wide variety of lawsuits, including complex business and commercial cases, wrongful death, individual smoking & health, and asbestos-synergy cases. Carl has defended class actions, cases alleging false or misleading product labelling, consumer protection cases, targeted marketing lawsuits, mass consolidations, and state attorneys general cases alleging false advertising.

In addition to his current role as in-house counsel to the Firm, Carl has served on the Firm's Compensation Committee, Management Nominating Committee, and Associate Review Committee. His books on jury instructions, now in their third edition, have been in continuous publication for over 30 years.

### PRACTICES

- Product Liability
- Commercial Litigation
- Mass Tort Litigation
- Class Actions
- Consumer Protection
- False Advertising

### ADMISSIONS

- Colorado
- Illinois
- Missouri
- Missouri USDC, Eastern District
- US Ct Appeals, 11th Circuit  
(Covers AL, FL, GA)

### AFFILIATIONS

- International Cannabis Bar Association, Founding & Sustaining, Lifetime Member, 2015 - Present
- National Cannabis Industry Association, Packaging and Labeling Committee, 2017 - 2019, Risk Management and Insurance Committee, 2019 - Present
- Illinois State Bar Association, 1987-Present
- Bar Association of Metropolitan St. Louis, 1986-Present
- The Missouri Bar, 1986-Present
- Missouri Organization of Defense Lawyers, 1989-Present
- National Association of Railroad Trial Counsel, 1989-2000, Chairman, Jury Instructions Committee, 1990-1998

### EMPLOYMENT

- Thompson Coburn LLP 1986-Present

### Industries

- Consumer Products
- Pharmaceutical
- Food and Agriculture
- Tobacco
- Electronic Cigarettes
- Industrial Chemicals
- Pesticides, Fungicides, & Insecticides
- Asbestos
- Cannabis

### Experience

- **Served as lead trial counsel for a major domestic cigarette manufacturer in a lawsuit tried against dozens of hospitals and hospital systems seeking more than \$4 billion in compensatory damages. During the three-month trial, 26 jurors (including 14 alternates) heard testimony from 49 witnesses. Following seven days of deliberations, the jury returned defense verdicts on all claims by all plaintiffs. The National Law Journal described the win as "the largest defense victory in a tobacco cost-recovery suit to date."**
- **Served as national trial counsel for major domestic tobacco manufacturers in a variety of lawsuits including class actions and multi-plaintiff smoking & health lawsuits.**
- **Served as national trial counsel in asbestos litigation for a major consumer products manufacturer in mesothelioma cases.**
- **Served as national coordinating counsel in mass tort litigation for one of the country's largest pneumatic power tool and equipment manufacturers, overseeing the defense of thousands of cases arising out of industrial and occupational exposures.**
- **Served as national counsel for a major rail carrier in its hearing loss and cumulative trauma litigation, coordinating the defense of thousands of cases throughout the country.**

### Publications

- "Just 1 Recreational Pot Dispensary in Metro East? Here's How Many More You Can Expect in 2020"; *Quoted in the St. Louis Business Journal*, December 31, 2019
- "Missouri Cultivates 'Don't Ask, Don't Tell' Tax Policy for Flood of CBD Sales"; *Quoted in the St. Louis Post Dispatch*, September 24, 2019
- "What St. Louis Lawyers Say About Marijuana Work So far, What's Ahead"; *Quoted in the St. Louis Business Journal*, September 20, 2019
- "ABA Urges Congress to Reform Federal Cannabis Policy"; *Author, Tracking Cannabis*, August 22, 2019
- "An 'Eye-Popping' Number of Applications File for Medical Marijuana

## EDUCATION

- University of Missouri-Columbia School of Law, J.D., Board of Editors, Missouri Law Review
- Bradley University, B.S., Phi Kappa Phi; Omicron Delta Epsilon
- Licenses"; *Quoted in the St. Louis Business Journal*, August 20, 2019
- "How Stiff is the Competition for Missouri Marijuana Business Licenses?"; *Quoted in the St. Louis Business Journal*, August 15, 2019
- "Cannabis-derived CBD Shops are Turning Up All Over St. Louis, As Laws, Science Try to Catch Up"; *Quoted in the St. Louis Post Dispatch*, July 21, 2019
- "With Relaxed Rules, More Missouri Marijuana Applications Likely"; *Quoted in the St. Louis Business Journal*, May 30, 2019
- "Missouri Medical Cannabis Business Licensing: March 2019 status"; *Author, Tracking Cannabis*, March 4, 2019
- "Cannabis Packaging and Labeling: Recommendations for Sensible and Consistent Regulations Across States and Nations"; *Reviewer, National Cannabis Industry Association*, February 2019
- "How a High-Profile St. Louis Trial Lawyer Became Expert in Cannabis Law"; *Profiled in the St. Louis Business Journal*, December 17, 2018
- "What Marijuana Business Investors Need to Know"; *Quoted in the St. Louis Business Journal*, December 6, 2018
- "Missouri's 2018 Medical Cannabis Initiatives"; *Author, Tracking Cannabis*, November 2018
- "Top 5 Warning Signs for Cannabis Investors"; *Author, Tracking Cannabis*, September 2018
- "Is San Francisco's sugar-sweetened beverage rule watering down First Amendment rights?"; *Author, Asia IP* 2016
- "Cannabis Product Liability"; *Quoted in Bloomberg BNA*, November 2016
- "Thompson Coburn Takes Stage at Cannabis Business Summit"; *Tracking Cannabis*, July 6, 2016
- "Am Law 200 Firms Grow National Pot Practices"; *Quoted in The American Lawyer*, June 2016
- "Blazing Billables: State Laws Expand Pro-Pot Legal Work"; *Quoted in The American Lawyer*, April 2016
- "UPDATE: Cannabis, pain reduction, and opioid abstinence"; *Author, Tracking Cannabis*, March 24, 2016
- "Limiting Tort Liability for Cannabis: Failure to Warn Part I – the LivWell Lawsuit"; *Author, Tracking Cannabis*, October 14, 2015
- "Limiting Tort Liability for Cannabis: Dram Shop-type Laws"; *Author, Tracking Cannabis*, September 21, 2015,
- "Winning: In Defending Tobacco Companies, Less was More"; *Mentioned in The National Law Journal*, June 13, 2011
- "How They Won It: Taking Big Tobacco to the Jury"; *Mentioned in Law360*, May 11, 2011

- "\$1 billion on the Line as Missouri Hospitals Take on Tobacco";  
*Mentioned in the St. Louis Business Journal*, November 26, 2010
- "Illinois Non-Pattern Jury Instructions – Annotated IPI Companion -  
(Third Edition)"; *Author, Book, West Group, New York*, 2001
- "Enemies List: A Vigilant Journalist's Plea for a Renewed Red Scare";  
*Contributor, in P.J. O'Rourke, Atlantic Monthly Press, New York*, 1996
- "Medico-Legal Aspects of Head Injury"; *Author, Book Chapter, in Head  
Injury & Post-Concussive Syndrome, Churchill Livingstone, Inc., New  
York*, 1995
- "Illinois Non-Pattern Jury Instructions - (Second Edition)"; *Author, Book,  
Lawyer's Cooperative Publishing Company, New York*, 1991
- "Missouri's Federal Employers Liability Act Verdict Director Denies  
Railroad Defendants a Fair Trial"; *Author, St. Louis Bar Journal*, Fall,  
1989
- "Intrastate Forum Non Conveniens in Missouri"; *Author, 47 Journal of  
the Missouri Bar II*, January-February, 1991
- "Distinctive Aspects of Litigation Under the Federal Employers Liability  
Act: An Overview"; *Author, The St. Louis Bar Journal*, Fall, 1989
- "Illinois Non-Pattern Jury Instructions"; *Author, Book, The Lawsource  
Publishing Company, Chicago*, 1987
- "Federal Employers Liability Act Cases -- Instructing on Sole Cause";  
*Author, Journal of the Missouri Bar*, April-May, 1988

**Instruction**

- Moderator, "Highlights from Missouri Cannabis Business Breakfast," St. Louis, July 2019
- Moderator, "Cannabis Business Issues - A Four Hour Seminar," St. Louis, December 2018
- Moderator, "Cannabis Litigation in a Newly Regulated Environment," American Bar Association, San Diego, May 2018
- Panelist, with former California Attorney General Bill Lockyer, "Cannabis Product Liability," The State of Cannabis, Long Beach, 2017
- Panelist, "Product Liability & Mass Tort Litigation: Will the Cannabis Industry be Next?", National Cannabis Industry Association, Oakland, 2016
- Lecturer, "The New NARTC Jury Instructions Book", National Association of Railroad Trial Counsel, The Greenbriar, 1995
- Lecturer, "Cross-Examination of Plaintiff's Vocational Rehabilitation Expert", National Association of Railroad Trial Counsel, Pebble Beach, 1994
- Lecturer, "Semi-Annual Review of the Law", Missouri Organization of Defense Lawyers, December 1991
- Lecturer, "Let the Associate Handle the Instructions", National Association of Railroad Trial Counsel, Chicago, 1990
- Adjunct Professor, Webster University, 1989-1990