

Edward Turtle

Partner



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Product Compliance and Product Litigation

Commercial Litigation

Class Action Litigation

Retail and Consumer Products

Ecommerce + Marketplace

Ed has more than a decade of experience in product compliance and liability issues.

Ed partners with companies to bring innovative products to market around the world. He also helps them navigate issues that arise once products are in the market, like product safety concerns, regulatory investigations, recalls and claims. Ed has particular experience in areas where technology has outpaced regulation and is a go-to advisor in relation to disruptive technologies – including artificial intelligence, ecommerce, wearables and augmented reality/virtual reality (AR/VR).

Dual-qualified in England and Wales and in Ireland, Ed is a leading authority in European Union and UK product regulations. Known for his practical and risk-savvy advice, Ed regularly acts as coordinating products counsel on multijurisdictional mandates, including international product launches and global recalls, and has handled matters across more than 140 countries since joining Cooley. Alongside his product regulatory practice, Ed has deep experience with product liability, consumer claims and class actions. He has advised on a range of product disputes, with an emphasis on mass claims, including one of the most prominent European product liability class actions in recent years, as well as claims in North America, Asia, Africa and Australasia.

Ed is a recognised thought leader in product compliance and liability and was elected to serve as an officer of the products committee for the International Bar Association. He also is vice chair of the International Specialized Litigation Group within the Defense Research Institute's (DRI) Product Liability Committee and a member of the International Association of Defense Counsel (IADC). Ed lectures on European Union product compliance and liability laws at the Academy of European Laws, the leading centre for excellence in EU law, established by the European Commission. He also is frequently sought out for his knowledge by top publications, including The Wall Street Journal, the Financial Times and Bloomberg, and has been recommended by leading directories, including The Legal 500 UK.

Ed's recent representative matters include:

- Serving as product counsel to help launch a range of market-leading wearables and AR/VR products
- Advising an automotive company on a high-stakes regulatory investigation
- Acting as coordinating counsel for an international recall of a consumer product across more than 100 jurisdictions

- Advising leading ecommerce platforms on product regulatory matters
- Defending a global medical device manufacturer in relation to large numbers of claims brought around the world, including in group litigation in the High Court of England and Wales
- Acting in London arbitration proceedings against an insurer for a global healthcare client in relation to underlying product liability claims

Education

BPP University Law School Legal Practice Course (LPC), 2011

University of Cambridge MA (Cantab), Law, 2010

Admissions & Credentials

England and Wales

Ireland

Brussels (List E)

Rankings & Accolades

Chambers UK: Associates to Watch – Product Liability: Mainly Defendant (2026)

The Legal 500 UK: Product Liability (2025)

Memberships & Affiliations

Defense Research Institute (DRI), vice chair (International Specialized Litigation Group, Product Liability Committee)

International Bar Association (IBA), officer (Product Law and Advertising Committee)

International Association of Defense Counsel (IADC)

International Consumer Product Health and Safety Organization (ICPHSO)

British Institute of International and Comparative Law (BIICL)

American Bar Association (ABA)

Product Liability Forum (PLF) – British Institute of International and Comparative Law (BIICL)