Cooley

Asha Allam

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Product Compliance and Product Litigation
Retail and Consumer Products
ITC Section 337 Litigation
Commercial Litigation
Trials
Life Sciences and Healthcare
CooleyREG

Asha is a driven, analytically rigorous litigator and counselor who combines her experience in product safety, trade and intellectual property law with a passion for applied engineering and game theory to help her clients achieve their goals. With nearly two decades of experience and a dozen matters taken to trial, she uses product design and engineering, real-world operations and industry data to bridge evidentiary gaps and avoid unforced errors. By blending public policy and macroeconomics with science and human factors principles, she helps position clients for more favorable outcomes through prevention, compliance, defense and remediation.

Asha guides companies through safety and regulatory challenges spanning a product's entire life cycle – from product development, market entry compliance and risk reduction to escalation, crisis management, defects, recalls, penalty investigations, import seizures and related litigation. She also advises clients on extended producer responsibility, pairing strategies to reduce or prevent financial and legal liability through design choices and multidisciplinary compliance planning. Her experience spans an extensive range of industries, including consumer electronics, energy storage, automotive components, cleaning products, household appliances, power tools, children's products, footwear and apparel, semiconductors, medical devices, boating, sports and recreational products.

Asha's practice draws on deep experience before six federal agencies central to products work. As acting general counsel and a senior trial attorney at the US Consumer Product Safety Commission (CPSC), she led defect and penalty investigations, advised leadership on enforcement risk and regulatory interpretation, and collaborated with the Environmental Protection Agency (EPA), Centers for Disease Control and Prevention (CDC), and US Coast Guard (USCG) on product safety and defect investigations. Previously, as a litigation partner at a boutique trade and IP litigation firm, she represented complainants and respondents in more than 30 Section 337 investigations – achieving favorable outcomes in patent, trademark/Lanham Act and trade secret disputes before the US International Trade Commission (ITC), Court of Appeals for the Federal Circuit (CAFC) and US Customs and Border Protection (CBP). This breadth gives her a rare, pragmatic understanding of how engineering and economic considerations can and should impact legal strategy and enriches her ability to help clients optimize competing business demands.

Presentations

- Speaker, ICPHSO Brussels, September 2026

- Speaker, RILA, August 6, 2026
- Speaker, ICPHSO Charlotte, June 18, 2025
- Speaker, ICPHSO Orlando, Feb 2026
- Speaker, “Secrets to Achieving a Compliance Program that CPSC Respects,” Society for Product Safety Professionals Webinar, October 29, 2025
- Speaker/Program Instructor, “Developing a Recall Strategy in U.S. and Elsewhere: When to stop sale, stop production,” “The Future: Operating in Uncertain and Changing Times, Changes at CPSC,” Society for Product Safety Professionals, Advanced Practices in Product Safety 2025, September 17-18, 2025
- Speaker, Capitalize VC AGM, Sept 11, 2025
- Speaker, “Recalls & Enforcement Under the New CPSC,” American Home Furnishings Alliance 2025 Regulatory Summit, August 21, 2025

Education

The George Washington University Law School JD, 2009

The University of Texas at Austin BA, Russian, East European and Eurasian Studies, Government; Russian Language and Literature, with honors, 2006

Admissions & Credentials

District of Columbia

Texas

Court Admissions

US Court of Appeals for the Federal Circuit

Rankings & Accolades

CPSC: Distinguished Service Award (2024)

CPSC: Meritorious Service Award (2023)

CPSC: Chair’s Award (2022)

Chambers USA: International Trade: Intellectual Property (Section 337) (2021)

The Legal 500 US: Patents: Litigation (International Trade Commission) (2021)