

Asha Allam

Special Counsel



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Product Compliance and Product Litigation

Retail and Consumer Products

ITC Section 337 Litigation

Commercial Litigation

Trials

Life Sciences

CooleyREG

Asha's practice focuses on enforcement and litigation issues involving consumer product safety law, regulatory compliance and risk management, administrative law, and unfair competition claims. Building on 15+ years of experience in trial advocacy centered on product engineering and intellectual property issues, she guides companies to transform technical data and market insights into nuanced legal strategies, navigating complex, high-stakes or multijurisdictional disputes with holistic, business-oriented solutions.

Asha helps companies across all consumer product industries negotiate safety and regulatory challenges that arise over a product's life cycle. She counsels clients on market entry requirements, risk reduction and compliance programs, and advocates for them in crisis management, product safety reporting, recalls, defect and penalty investigations, import seizures, and compliance- and safety-related litigation.

Asha previously served as a senior trial attorney and acting general counsel at the US Consumer Product Safety Commission (CPSC), advising agency leadership on defect and penalty investigations, interagency coordination, litigation risks, and statutory and constitutional interpretation during critical decision-making periods. Before joining federal service, Asha represented clients in fast-paced patent, Lanham Act, and trade secret misappropriation litigation and enforcement before the US International Trade Commission (ITC), US Customs and Border Protection, and federal courts.

Presentations

- 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, 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)