

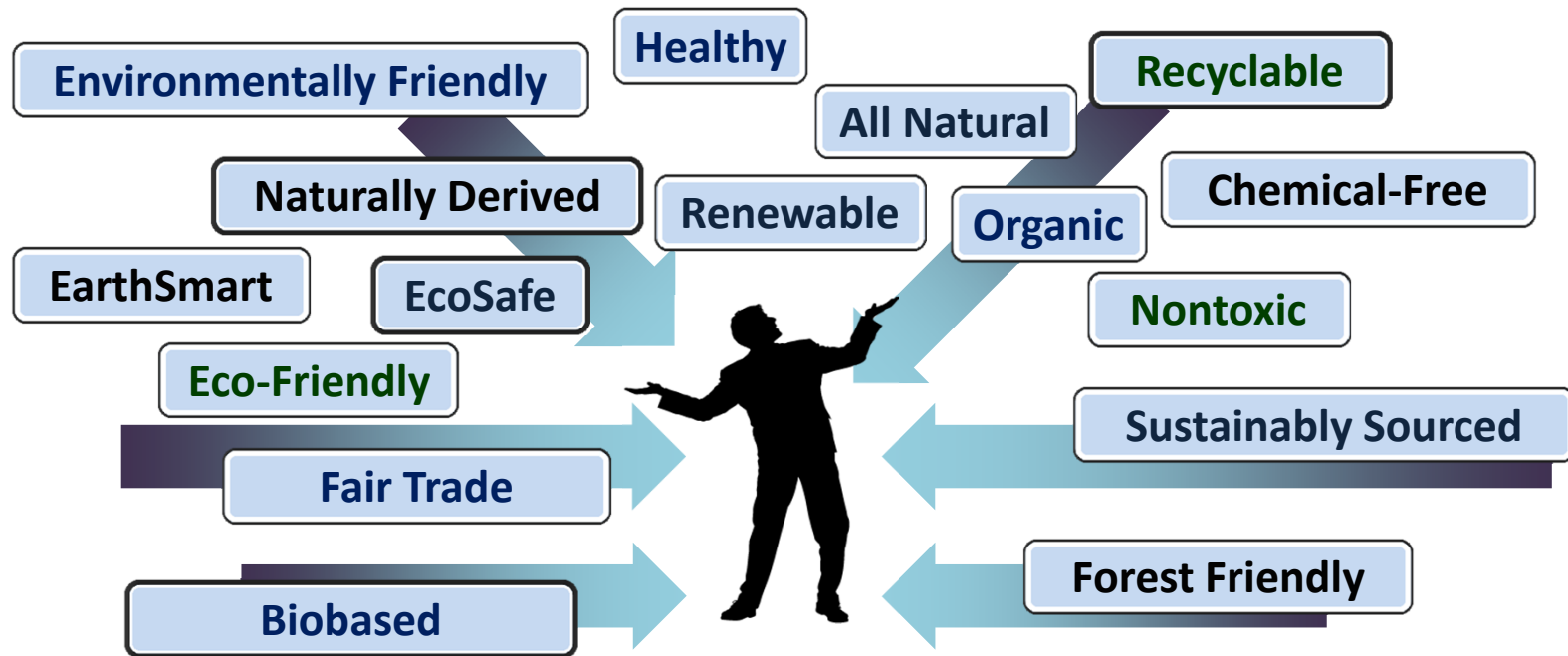


Value Chain Chemical Assessment & Procurement Tools and Marketplace Initiatives

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huschblackwell.com

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What Makes One Product More “Green” Than Another?



It Depends on Who You Ask . . .



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Helpful Consumer Information?



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Helpful Consumer Information or “Greenwashing?”



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Bringing Clarity to the Chaos?

- EPA Draft Guidelines
 - Product Environmental Performance Standards & Ecolabels
- Voluntary Use in Federal Procurement



The Rise of Eco-Fraud Litigation

- Potentially false, deceptive, misleading, or vague labeling:

Environmentally friendly

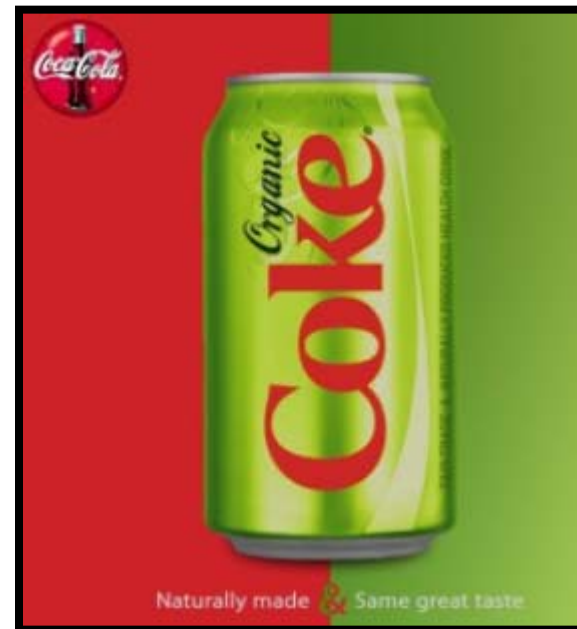
Sustainable

Organic

Chemical free

Nontoxic

All natural



Eco-Fraud: Consumer Class Action



Fiji Water

- “The World’s Only CARBON NEGATIVE bottled water”
- Green drop perceived as a third-party certification

Eco-Fraud: Consumer Class Action

S.C. Johnson & Son, Inc.

- “Greenlist” trademark perceived as a third-party certification



Eco-Fraud: Unfair-Competition Action

- Initiated by competitor to eliminate market advantage from a green claim
- Dr. Bronner's Magic Soaps & Organic Consumers Association



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