Holland & Hart



PRACTICES

Intellectual Property Litigation
Business Litigation
Sponsorships and Promotion
Transactions

INDUSTRIES

Energy and Resources
Fitness and Outdoor Recreation
Healthcare
Pet Care

EDUCATION

University of Michigan Law School, J.D., 1987
Editor, *Michigan Law Review,* 1985-1987

Brigham Young University, B.A., 1984

BAR ADMISSIONS

California
Utah

Brent Johnson

Partner

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Brent Johnson represents corporations in consumer class actions, product liability, and false advertising lawsuits.

Whether the claims involve cosmetics, food, supplements, or other consumer products, Brent aggressively defends clients from inception through trial. He handles lawsuits filed in the federal and state courts in California, Utah, and throughout the United States. Brent regularly counsels clients on advertising, labeling, and ecommerce compliance under FDA, USDA, CPSC, TTB and FTC regulations as well as California's consumer protection statutes. Brent is a nationally recognized speaker on food and supplement law, as well as digital advertising and ecommerce.

Brent has tried numerous cases before juries, judges, and arbitrators. His deep experience enables him to begin crafting his corporate client's defense at the outset so that the discovery process is tightly focused on the issues that are the lawsuit's core. This approach saves time and money.

EXPERIENCE

- Consumer Class Actions
- False Advertising
- Ecommerce
- FDA, USDA, and FTC Compliance
- California Prop 65
- Product Liability
- Multi-Level Marketing (MLM) Law
- Professional Negligence
- Business Litigation

CLIENT RESULTS

Represented the Los Angeles Department of Water and Power in breach of contract case involving a Utah-based power project.

Defended a major sporting goods manufacturer in a false advertising class action in Los Angeles.

Defended a consumer products manufacturer in a mislabeling class action in San Diego.

Represented Chrysler Group LLC in several dealer arbitrations stemming from 2010 federal legislation.

Representation of auto dealers in claims relating to unfair trade practices involving state statutes that impose detailed rules on how dealers can market their inventory, including vehicle pricing, MSRP statements, mileage reporting, material fact disclosure, and leasing terms.

Representation of automobile manufactures with legal issues pertaining to dealer profitability and performance, service and parts, franchise agreements, inventory allocation, and issues arising under state auto dealer franchise law.

Represented a major energy concern in Robinson-Patman Act claim.

Represented the SEC-appointed receiver of Merrill Scott & Associates in multi-faceted federal litigation.

Defended Computer Associates, Inc. in a multi-million dollar dispute with a web-based service provider.

Represented major pharmaceutical manufacturers in product liability actions.

Defended a major aerospace defense contractor in False Claims Act Qui Tam litigation.

Prosecuted on behalf of a large refinery operator a private cost recovery action for groundwater remediation.

Handled major insurance coverage action for environmental claims related to paper mills and wood treatment plants for International Paper Company.

PUBLICATIONS

"Alternative Means for FDA Approval of Pet Care Drugs - Part 1: Conditional Approval," *Holland & Hart Client Alert*, May 10, 2023

"Alternative Means for FDA Approval of Pet Care Drugs – Part 2: Extended Conditional Approval," June 29, 2023

"Alternative Means for FDA Approval of Pet Care Drugs – Part 3: Differences Between Major and Minor Species," *Holland & Hart Legal Update*, August 21, 2023

SPEAKING ENGAGEMENTS

"Diversity, Inclusion, and Elimination of Bias in the Legal Profession: Year-End Review," *National Business Institute (NBI) Ethics and Specialty CLE*, December 29, 2025

"FTC Crackdown on AI-Generated Content," *2025 Nutritional Law Symposium*, September 12, 2025

"Litigation in Focus: Crafting Winning Defense Strategies for Class Actions

in the Beauty Industry," *Annual Legal, Regulatory, and Compliance Forum on Cosmetics & Personal Care Products*, March 28, 2025

"ACI West Coast Legal, Regulatory, and Compliance Forum," *Green is the New Beautiful: Navigating ESG for Environmentally and Socially Sustainable Cosmetics and Personal Care Products*, September 28, 2023

"CBD Enforcement and the Growing Threat of Drug Preclusion of Dietary Supplements," *17th Annual ACC Mountain West Nutrition Law Symposium*, Co-presenter, 09/09/2022

RECOGNITION

- Mountain States Super Lawyers® Rising Stars, Business Litigation, 2009-2011
- *The Best Lawyers in America*®, Commercial Litigation, 2013-2027
- *Utah Business Magazine*, Utah Legal Elite, Civil Litigation, 2019-2020

PROFESSIONAL AND CIVIC AFFILIATIONS

- Utah Bar Association, Member
- California Bar Association, Member
- American Bar Association, Member
  Section of Litigation, Former Subcommittee Chair
  Insurance Coverage Committee
  Products Liability Subcommittee
- Federal Bar Association, Member