



Lance R. Zoerhof

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Lance is a litigator with expertise in supply chain and real estate disputes. He learns each client's business and appetite for risk, and tailors his litigation strategy to fit each client and matter. He also advises clients on how best to mitigate risk pre-litigation. That includes recently having the unique opportunity to draft the owner's manual and warranty terms for a luxury automaker's launch of its electric vehicle line.

Representative Experience

Supply Chain

- ▶ Defended a Tier 1 supplier in a \$20 million plus, month-long arbitration proceeding where the OEM sought to recoup its costs for the voluntary recall of engine air filters.
- ▶ Represented a Canadian-based manufacturer of outdoor wood-burning furnaces against a \$10 million claim brought by its Michigan distributor and settled claim on exact terms client demanded.
- ▶ Settled for nuisance value a \$2 million claim brought against a global maker of commercial door systems.
- ▶ Secured the return of a Tier 1 supplier's production line and tooling from its plastic parts supplier.
- ▶ Successfully obtained dismissal of 3 suits (2 in Illinois and 1 in Pennsylvania) against a national manufacturer of commercial solvents.
- ▶ Obtained pre-discovery dismissal of a multimillion-dollar suit against an aftermarket parts manufacturer.
- ▶ Regularly represents clients on supply chain and product related issues in a wide variety of industries. That includes, for example, a global maker of multivitamin and nutritional supplements, craft beer makers and suppliers, commercial tool manufacturers, and auto suppliers (at all tiers).

Real Property

- ▶ Trial counsel for a national title company for all titleholder actions filed on the west side of Michigan.
- ▶ Obtained summary judgment for the buyer in a land contract forfeiture action over the sale of a \$10 million property.
- ▶ Obtained summary judgment dismissal of 5 lawsuits filed against a national bank for its affiliation with an equity stripping mortgage scheme.

Industries

- ▶ Automotive
- ▶ Craft Brewery
- ▶ Emerging Media and Technologies

Practices

- ▶ Litigation and Dispute Resolution
- ▶ Real Property Litigation
- ▶ Supply Chain Litigation
- ▶ Real Estate Services
- ▶ Regulatory and Compliance

Education

- ▶ University of Oregon J.D.
- ▶ Calvin College B.A.

- ▶ Successfully quieted title to a homeowners association's rights to a substantial stretch of Lake Michigan beach.
- ▶ Obtained summary judgment establishing a company's easement, flow, and drainage rights in neighboring property.
- ▶ Regularly represents developers, homeowners associations, and other private landowners with issues related to zoning, easements, boundary lines, leases, restrictive covenants, riparian rights, and other state and federal proceedings deciding rights related to property.

Regulatory and Compliance

- ▶ Regularly provides advice to a global maker of appliances on its warranty and advertising issues.
- ▶ Regularly serves as counsel for several Tier 1 and 2 suppliers regarding terms and conditions for purchase, sale, and tooling acquisition.
- ▶ Provided advice for an international supplier of a broad range of products (including spray foam, football pads, and surge protectors) regarding its terms and conditions of sale related to its product lines.
- ▶ Prepared the manual (including, related warranties) for a luxury automaker's electric vehicle line.
- ▶ Developed company-wide eDiscovery and record retention policies and procedures for clients in a wide variety of industries.
- ▶ Regularly provides advice and handling issues related to regulatory reporting and compliance (e.g., CPSC, FMVSS, FDA) and private party certifications (e.g., ANSI, UL, and IAPMO).

Honors and Awards

- ▶ Named to Michigan Super Lawyers, Business Litigation (2016-Present)
- ▶ Named as a Michigan Super Lawyer Rising Star Business Litigation (2014)

Publications

- ▶ Mitigating Premises Liability Risks Posed by COVID-19, 5/6/2020
- ▶ Court Grounds the FAA: Recreational Drone Flyers May Avoid Registration, 6/6/2017

- ▶ Flyer Beware: Strict New Drone Regulations Now in Effect, 3/8/2017
- ▶ LexisNexis Practice Guide: Michigan Oil & Gas Litigation, Chapter Author (2016/17)

Community Affiliations

- ▶ Hispanic Center of West Michigan Board Member (2012-Present)
- ▶ Alumnus of Leadership West Michigan
- ▶ West Michigan Sports Commission Facilities Needs Committee Member

Bar Associations

- ▶ American Bar Association Real Property Section; Litigation Section
- ▶ State Bar of Michigan Real Property Section; Litigation Section
- ▶ Grand Rapids Bar Association Real Property Section; Litigation Section

Speaking Engagements

- ▶ "Protecting Yourself Against Consumer and Visitor Claims During COVID-19," Warner Webinar, May 21, 2020
- ▶ "Game of Drones," Real Property Law Conference, Traverse City, Michigan, July 2017
- ▶ "Preparing for Increased Warranty and Recall Risks," OESA West Michigan Regional Supplier Meeting, December 2016
- ▶ "Top Five Warranty and Indemnity Concerns in Buyer and Seller Terms and Conditions," Seminar, April 2014

Admitted

- ▶ Michigan