HUSCH BLACKWELL

Paul D. Cranley

SENIOR COUNSEL

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OVERVIEW

Paul represents product manufacturers, distributors and retailers, construction contractors and owners, and transportation companies in the defense and prosecution of cases involving product liability, breach of warranty, complex commercial litigation, construction law, insurance and personal injury.

Paul has extensive trial and appellate court experience in state and federal courts in Wisconsin and Illinois, and in other jurisdictions across the country. He has handled numerous jury trials, as well as bench trials and arbitrations, in complex matters involving construction disputes, product liability claims, transportation accidents, and other cases involving severe personal injury and other damages.

Paul also guides clients in all aspects of product safety, including investigations; product recalls and other corrective actions; and product warnings, warranties and instructions. He advises clients on reporting requirements to the CPSC and assists with resolution of matters before the CPSC.

In addition, Paul counsels owners, developers and contractors on contract review and insurance and indemnity issues. He advises construction industry clients on dispute resolution, including representation in mediation and arbitration, and represents clients in litigation matters involving contract claims, warranty issues,

Industries

Manufacturing
Technology
Transportation

Services

Construction & Design
Construction Litigation
Credit Unions
Insurance
Litigation & Alternative Dispute Resolution
Product Liability
Product Safety
Toxic Tort

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construction defects and insurance coverage disputes. Paul regularly lectures on construction law topics at the University of Wisconsin School of Engineering and the UW Law School.

Prior to beginning his legal career, Paul worked in the insurance industry for nine years, where he analyzed coverage and evaluated, negotiated and resolved general liability and professional liability claims. Throughout his career as a lawyer, Paul has continued to advise clients on insurance matters, and regularly represents both insureds and insurers in complex insurance coverage disputes and litigation matters involving claims under general liability, professional liability, directors and officers liability, and other insurance policies.

Case Study

CityDeck Landing LLC

Our team filed a rare petition for a supervisory writ with the Wisconsin Supreme Court—and won the case.

Experience

- Won *Wisconsin Law Journal* Defense Verdict of the Year for 2010 for jury trial of a products liability matter on behalf of a multinational consumer electronics manufacturer.
- Won summary judgment on behalf of residential housing contractor in insurance coverage matter, awarding coverage to contractor for claims alleging extensive construction defects in housing development.
- Obtained favorable jury verdict on behalf of transportation company in accident alleging traumatic brain injury in multivehicle trucking accident on Interstate highway.
- Guided national retailer through CPSC investigation and subsequent recall of gas-powered electric room heaters that were found not to comply with relevant ANSI Standards and presented risk of fire and serious personal injury.
- Successfully tried to verdict products liability and personal injury matters on behalf of product manufacturers, transportation companies and medical professionals.
- Served as Wisconsin products liability counsel for major American automobile manufacturer.

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Experience

- Served as outside legal counsel to small and midsize product manufacturers, providing counsel on a broad range of matters such as employment issues, contract review and drafting, and dispute resolution.

Recognition

- *The Best Lawyers in America*®
  - Commercial Litigation, 2025-2027
  - Litigation - Construction, 2024-2027
  - Product Liability Litigation - Defendants, 2024-2027

Education

- J.D., DePaul University College of Law
  - Dean's Scholar
  - *DePaul Law Review*
- B.A., University of Notre Dame

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Admissions

- Wisconsin
- Illinois
- U.S. District Court, Eastern District of Wisconsin
- U.S. District Court, Western District of Wisconsin
- U.S. District Court, Central District of Illinois
- U.S. District Court, Southern District of Illinois
- U.S. District Court, Northern District of Illinois
- U.S. District Court, Northern District of Illinois (Trial Bar)
- U.S. Court of Appeals, Seventh Circuit

Community Leadership

- Dane County CASA (Court Appointed Special Advocate), Board Member
- Notre Dame Alumni Club of South Central Wisconsin, Director, Past President
- Village of Shorewood Hills, Pool Management Committee Member

The Best Lawyers in America®

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