



Guy R. Temple Shareholder

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As a shareholder in Reinhart's Litigation Practice, Guy Temple counsels product manufacturers, developers, dealers and distributors in avoiding, defending and prosecuting complex commercial disputes involving supply chain contracts, product labeling and safety, advertising and warranties. He has successfully represented clients in state and federal courts throughout the country at both the trial and appellate levels, as well as in arbitration. A knowledgeable and effective negotiator, Guy routinely counsels clients through complex settlement negotiations and mediation to achieve best-case resolutions to costly commercial disputes. Recognizing the demanding work his clients do in their respective businesses and industries, Guy's aim is to efficiently manage clients' legal challenges so they can concentrate on the work they do best.

As a member of Reinhart's Food and Beverage Team, Guy routinely counsels food and beverage companies on matters of product development, labeling, marketing, food safety and recalls, helping clients navigate compliance and enforcement matters with the FDA, FTC and state regulators.

In addition, Guy is a founding member of the firm's [PFAS practice](#), where he assists product manufacturers and distributors in navigating the rapidly changing state and federal regulatory landscape and litigation environment of PFAS "forever chemical" content in manufactured and imported products.

Guy also maintains a fiduciary litigation practice, collaborating with Reinhart's trusts and estates attorneys to represent individual and corporate fiduciaries as trial counsel in trust, estate and probate disputes.

Prior to joining Reinhart, Guy served for nearly five years as a Captain in the U.S. Air Force JAG Corps, where he represented clients involved in legal matters affecting Air Force operations. He is active in serving fellow veterans and their families in need as a board member of both the Center for Veterans Issues, the largest provider of housing and supportive services to unhoused veterans in Wisconsin, and Feast of Crispian, a nonprofit theater group serving veterans with trauma and reintegration challenges.

Guy is active in the firm's pro bono program, working with Legal Action of Wisconsin and the Sojourner Family Peace Center, where he assists victims of domestic violence and serving on the Board of Directors of the Legal



Aid Society of Milwaukee.

Education

- J.D., Northwestern University School of Law
- B.A., cum laude, Miami University

Bar Admissions

Wisconsin, Illinois

Court Admissions

- U.S. Court of Appeals, Seventh Circuit
- U.S. District Court, Eastern District of Wisconsin
- U.S. District Court, Northern District of Illinois
- Court of Appeals for the Armed Forces

Practices

- Litigation
- Regulatory and Administrative Law

Services

- Product Liability, Safety and Recalls
- Commercial and Competition Law
- PFAS
- Food and Beverage
- Government Contracting
- Trust, Estate and Fiduciary Litigation

Matters

Product Liability

- National counsel for a manufacturer of control systems used on dump trucks and snow plows defending against product liability and commercial claims
- National counsel for a manufacturer of regulated cleaning wipes defending several national class actions

Commercial and Supply Chain Litigation

- Defended Tier 2 automotive supplier in complex dispute regarding part performance and large-scale warranty



claims

- Counsel to industrial machinery manufacturers in dispute against suppliers who provided defective parts and untimely shipments
- Successfully negotiated favorable settlements for a large Wisconsin manufacturer in supply chain disruption matter and secured dismissals of breach of contract claims brought by former suppliers
- Successfully defended a major Wisconsin manufacturer against trade secret, breach of contract and unfair competition claims by a former supplier

Fiduciary Litigation

- Negotiated a complex settlement of dispute over trust terms and allegations of breach of fiduciary duty on behalf of corporate trustee
- Defended an individual trustee against breach of fiduciary duty and undue influence claims and secured a favorable settlement to resolve a complex family dispute

Honors & Affiliations

Honors

- Joint Service Commendation Medal, Air Force Commendation Medal and Iraq Campaign Medal
- *Wisconsin Super Lawyers* – Rising Stars (2013 – 2016)
- *Best Lawyers in America* – Commercial Litigation
- Pro Bono Attorney of the Year, Reinhart (2020)
- Wisconsin Veterans Chamber of Commerce Veteran Business Leader of the Year (2019)
- Northwestern Law School, "Public Service Star"

Affiliations

- State Bar of Wisconsin
- Eastern District Bar Association
- Board of Directors, Legal Aid Society of Milwaukee
- Board of Directors, Center For Veterans Issues, Inc.
- Wisconsin Veterans Chamber of Commerce



- Northwestern Journal of Technology and Intellectual Property
- Northwestern University Children and Family Justice Center

Presentations

- "Minimizing PFAS Risks in Manufacturing Practices, Supply Chain Management and Sourcing from Overseas Suppliers," American Conference Institute Summit on PFAS (May 31, 2024)
- "The Gathering Storm: PFAS Compliance Demands and Litigation Risk for Manufacturers," Association for Corporate Counsel (May 17, 2024)
- "[The Coming PFAS Litigation Risk for Product Manufacturers](#)," Society of Plastics Engineers (SPE) (May 10, 2024)
- "[Gathering Clouds – Emerging Product Liability Risks](#)," Reinhart Emerging Product Liability Risks Webinar (November 2022)
- "Growth Opportunities for Small Businesses: Managing Issues in Contracting," Veterans Chamber of Commerce (January 2019)
- "A Beneficiary is Threatening to Sue Your Trustee Client - Now What?," Wisconsin State Bar Annual Meeting (June 2015)
- "Collaboration Among Competitors and Antitrust Compliance," Milwaukee Bar Association (November 2013)

Publications

- "[PFAS Legislation: What's Next?](#)" *Plastics Engineering Magazine* (September 2024)
- "[PFAS Liability Risks Grow for Product Manufacturers](#)," *Insights on Manufacturing* (January 2024)
- "[PFAS Compounds a Problem for Wisconsin Businesses](#)," interviewed, *In Business* magazine (September 27, 2023)
- "[The Coming Wave of PFAS Litigation? The Landmark Trial That Wasn't](#)" co-author, *Milwaukee Business Journal*. September 19, 2023
- "[The Coming Wave of PFAS Litigation?](#)" co-author, *Wisconsin Law Journal*, July 13, 2023