

Practice Areas

- Commercial Litigation
- Product Liability

Education

- University of Kentucky College of Law, J.D., 2016
- Articles Editor, Kentucky Law Journal
- University of Florida, B.S., cum laude, 2013

Honors

- Team Member, *Daily Report*, Southeastern Legal Awards, "Products Liability Group of the Year," 2025
- Team Member, *BTI's Most Recommended Law Firms*, Big Pharma, 2025
- Team Member, "Georgia Firm of the Year," *Benchmark Litigation*, 2025
- Listed, *The Legal 500 United States*, Dispute Resolution > Product Liability, Mass Tort and Class Action - Defense: Pharmaceuticals and Medical Devices, 2024

Bardia Sergent

Co-Chair, Product Liability Practice Group

Atlanta

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Bardia Sergent is a skilled trial lawyer with a focus on defending clients in complex, high-exposure product liability and mass tort litigation. As Co-Chair of the firm's Product Liability Practice Group, he represents manufacturers and distributors across a broad range of industries, including consumer products, pharmaceutical drugs, and medical devices, in matters involving catastrophic injury, wrongful death claims, and false advertising class actions.

Bardia is known for his ability to develop and present compelling case narratives that resonate with judges and juries. He works closely with in-house engineers and scientists, as well as leading technical and medical experts, to deeply understand how products are designed, developed, and function in real-world use. This immersive, hands-on approach allows him to translate complex science and engineering into clear, persuasive defenses.

In addition to courtroom advocacy, Bardia advises clients on risk management, regulatory compliance, and recall strategies, drawing on his experience with frameworks established by the Consumer Product Safety Commission (CPSC), the Food and Drug Administration (FDA), and other regulatory bodies. He also brings substantial experience managing complex discovery, eDiscovery, motion practice, and coordinated proceedings, including nationwide class actions and multidistrict litigations.

Bardia's professional involvement extends beyond litigation. He serves on the board of the Baby Safety Foundation and is actively engaged with the Baby Safety Alliance, reflecting his interest in safety issues affecting the juvenile products industry.

Professional Affiliations

- Member, Baby Safety Alliance
 - Member, Baby Safety Foundation Board of Directors, 2024-2027
 - Member, Baby Safety Alliance Government Affairs Committee
 - Member, Baby Safety Foundation Baby Instruction Manual Committee

Bardia Sergent, Continued

- Listed, *Best Lawyers: Ones to Watch in America*
Product Liability Litigation - Defendants (2023-2024)
- Team Member, a *Law360* Product Liability Practice Group of the Year, 2021-2022
- Team Member, *The American Lawyers* Regional Litigation Department of the Year - Georgia, 2021

Bar Admissions

- Georgia
- Kentucky

Court Admissions

- U.S. Court of Appeals for the Sixth Circuit
- U.S.D.C. for the Northern District of Georgia
- U.S.D.C. for the Eastern District of Kentucky
- U.S.D.C. for the Western District of Kentucky

- Member, Baby Safety Foundation Safe Sleep Committee
- Member, Baby Safety Foundation Nominating Committee
- Member, Baby Safety Alliance Nominating Committee
- Pathfinder, Leadership Council on Legal Diversity, 2022
- Board Member, Central Kentucky Youth Orchestra, 2017-2019
- Volunteer, Gods Pantry, 2016-2019
- Executive Committee Member, Fayette County Bar Associations Young Lawyers Division, 2018-2019
- Member, Kentucky Bar Association, 2016-Present
- Co-Chair, Future of Law Commission's Technology Sub-Committee, 2016-2019