

James B. Pollack

Partner

he/him/his

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SERVICES & INDUSTRIES

Consumer Products

PFAS & Emerging Contaminants

ESG & Sustainability

Agency Compliance and Enforcement

Audits, Risk, and Compliance Assessments

Investigations and Enforcement Defense

Manufacturing

Public Policy

EDUCATION

- J.D., cum laude, Harvard Law School (2020)
- M.P.P., Harvard Kennedy School (2020)
- B.A., cum laude, Harvard College (2014)
- Law Clerk to the Honorable Chief Judge Brian Morris, United States District Court for the District of Montana (2020-21)

BAR ADMISSIONS

- State Bar of Massachusetts
- State Bar of Washington
- U.S. District Court, District of Massachusetts

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James leads the firm's regulatory practice where he helps trusted national brands bring more sustainable products to market. He is an emerging leader in the field of product stewardship. He counsels consumer product manufacturers in the apparel, footwear, cookware, outdoor gear, and packaging industries who are working to understand the complicated and shifting regulatory and litigation environments they face.

James's focus includes chemicals management, compliance, and enforcement including emerging contaminants like PFAS; compliance with product stewardship and end-of-life regulations like extended producer responsibility (EPR) laws; regulatory compliance for consumer products; greenwashing, brand and advertising issues; manufacturing, distribution and supply agreements for consumer markets companies; regulatory enforcement and investigations; product safety, incident evaluation, and consumer product recalls; as well as state and federal Superfund and other environmental laws. He frequently works with industry associations to advocate for their members' interests in regulatory proceedings and in court.

James also maintains a practice supporting clients under state and federal hazardous waste laws. That work includes responses to investigations by regulators, litigating penalty appeals, counsel for cleanups of historical contamination, support for real estate due diligence involving PFAS and other contaminants, as well as litigating cost allocation and cleanup under those laws. He maintains an active pro bono litigation practice focused on representation of indigent defendants in Tribal Courts. Prior to joining Marten, James clerked for Chief Judge Brian M. Morris of the United States District Court, District of Montana in Great Falls, MT.

- U.S. District Court, Western District of Washington

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Representative Matters

- Represents apparel, footwear, and outdoor gear manufacturers with chemical regulatory compliance, including state PFAS investigation defense, supply chain management, application of regulations to product lines, marketing best practices, and protection of trade secrets
- Counsels product manufacturers on setup and ongoing management of producer responsibility organization (PRO) under state product stewardship law
- Represents industry association in challenge against state selection of producer responsibility organization (PRO) under state product stewardship law
- Filed amicus brief on behalf of recycling non-profit in high-profile litigation challenging constitutionality of state recycling law
- Files regulatory comments on behalf of industry associations on emerging contaminant regulations
- Counsel to renewable fuel seller in challenging sustainability certification determination on fuel
- Counsel to energy company on greenhouse gas disclosure and reporting
- Counsel to large industrial facility in environmental compliance matters and penalty defense
- Counsel to Fortune 100 retailer defending state enforcement action
- Pro bono amicus brief on behalf of gun violence prevention organizations in public nuisance case against gun manufacturers (Estados Unidos Mexicanos v. Smith & Wesson Brands, Inc., et al., No. 1:21-cv-11269 (D. Mass.)

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Recognition and Activities

- Best Lawyers: Ones to Watch (2026 and 2027)
- Chambers USA, Washington - Environment, Up and Coming (2026)
- On The Rise Award, Top 40 Young Lawyer, American Bar Association (2024)
- Co-Chair, American Apparel and Footwear Association (AAFA)'s PFAS Working Group
- Board of Advisors, Harvard Law School Environmental & Energy Law Program
- Legislative Adviser, Clean Chemistry and Materials Coalition, Outdoor Industry Association (OIA)
- Lecturer of Law, Brandeis University, Spring 2022, Fall 2022
- Co-Instructor, Boston College Law School, Spring 2021
- Lecturer of Law, Boston College, Spring 2020
- Teaching Fellow, Harvard College, Fall 2019 (Awarded Harvard Certificate for Distinction in Teaching)

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Publications and Presentations

- Speaker, Footwear Distributors and Retailers of America (FDRA) Sustainable Working Group Call, May 2026
- Speaker, ELI, Webinar, “PFAS and Environmental Due Diligence,” March 2026
- Speaker, ELI, Webinar “PFAS in 2025: Regulatory Changes at the Federal and State Levels,” January 2026
- Speaker, Extended Producer Responsibility (EPR) Think Tank, “From Grace Periods to Penalties: What to Expect from Upcoming EPR Enforcement,” January 2026
- Author, Environmental Law Reporter, Federal Authority to Address Plastic Pollution, October 2024
- Speaker, ELI, Webinar, “Material Innovation and PFAS,” September 2025
- Speaker, American Fly Fishing Trade Association (AFFTA), Confluence NOLA, “PFAS Discussion with Manufacturers,” October 2024
- Speaker, American Fly Fishing Trade Association (AFFTA), Confluence NOLA, “Manufacturers Discussion around PFAS,” October 2024[JP1]
- Speaker, BIFMA and the Association of Contract Textiles (ACT), Webinar, “A Deep Dive on the TSCA PFAS Reporting Rule,” August 2024
- Speaker, American Sportfishing Association (ASA), “PFAS Reporting Requirements – Understanding Your Potential Obligations,” August 2024
- Speaker, ELI, Webinar, “Existing U.S. Federal Authorities to Address Plastic Pollution,” July 2024
- Speaker, Outdoor Industry Association, Outdoor Retailer Summer Show, “How to Comply With Industry Standards,” June 2024
- Speaker, BIFMA, Webinar, “Insurance: Challenges, Claims, and Coverages Related to PFAS,” March 2024
- Speaker, American Apparel and Footwear Association (AAFA), Product Safety & Compliance Seminar, “PFAS Regulations Moving P-FASt,” February 2024
- Author, *PFAS Deskbook*, 2023
- CLE Presenter: Strafford Webinars, EPA's Long-Awaited Final PFAS Reporting Rule: Wide-Ranging Impact, Extensive Reporting Obligations, December 5, 2023
- CLE Presenter: ABA Section of Environment, Energy, and Resources, Previewing Consumer Products Litigation, November 16, 2023
- Speaker, Business and Institutional Furniture Manufacturers Association (BIFMA), “Turning the Tables on PFAS: Navigating the Future of Policy, Compliance, and Phase-Out,” August 11, 2023
- Speaker, Outdoor Industry Association, “Forever Chemicals: Evolving Approaches to Sustainability in the Outdoor Industry,” June 20, 2023
- Speaker, American Apparel and Footwear Association, Environmental Committee Meeting, “PFAS Litigation –

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Understanding Risks & Liabilities," February 2023

- Panelist, American Apparel and Footwear Association, Product Safety & Compliance Seminar, "PFAS: State Regulation Updates," February 2023
- Speaker, Outdoor Industry Association, "PFAS: Navigating the Future of Policy, Compliance, and Phase-out," October 2022
- Panelist, American Apparel and Footwear and Association, "PFAS - Where are We Now and Where are We Headed and How Do We Get There," July 2022
- Speaker, Outdoor Industry Association, "The Forever Chemicals Landscape: An Update on PFAS Regulations and Litigation," June 2022

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