



## → Allison Fulton

### Partner

2099 Pennsylvania Avenue, N.W.  
Suite 100  
Washington, DC 20006-6801

T: +1.202.747.2195

F: +1.202.747.3918

afulton@sheppardmullin.com

Allison Fulton is a partner in the Life Sciences and FDA Team in the firm's Washington, D.C. office. She advises life sciences companies, including pharmaceutical, medical device, dietary supplement, food and cosmetic companies, in matters relating to the development, manufacture and marketing of products regulated by the U.S. Food and Drug Administration (FDA).

### Areas of Practice

Allison's areas of focus include assisting U.S. and international companies with complying to pre-market and post-market FDA requirements, including marketing authorization, clinical trials, compliance with GxP, product promotion and labeling, recalls and other product safety issues. She regularly advises companies on preparing for FDA inspections, responding to FDA Form 483s and Warning Letters, remediating GMP and data integrity issues and handling adverse events and medical device reports (MDRs). Allison also provides regulatory advice during acquisitions of life science companies, and counsels clients on a variety of life science transactions, including supply agreements, quality agreements and product licenses.

Allison is passionate about novel technologies and advises clients on product approval and clearance strategies for innovative products, including digital health technologies, precision medicine and combination products. She has led numerous internal investigations involving allegations of product tampering, non-compliance with GMP and off-label promotion. Allison acts as FDA counsel on civil litigation matters, such as false advertising and False Claims Act litigation.

Prior to attending law school, Allison was a software engineer, specializing in software validation. She earned her law degree from the University of Texas School of Law, where she was the managing editor of the *Texas Intellectual Property Law Journal*. She received a B.S. degree in Industrial Engineering from Northwestern University.

Allison devotes her pro bono practice to assisting veterans obtain benefits for service-connected disabilities.

### Honors

"Life Sciences Star" – FDA Medical Device and FDA Pharmaceutical, *LMG Life Sciences*, 2018-2019

### Articles

- Marketing pet foods with CBD: A regulatory perspective  
*PetfoodIndustry.com*, 12.02.2019

- FDA In Review – Highlights for Food and Other FDA-Regulated Companies  
*Association of National Advertisers*, 11.2019
- Adapting To FDA's Proposal For Diagnosis Support Software  
*Law360*, 11.04.2019
- FDA warning letters shed light on enforcement priorities for CBD-infused food  
*Food Dive*, 10.17.2019
- Tips for When to Consider Legal Review of Quality System Investigations  
*MD+DI*, 09.05.2019
- How FDA considerations impact food and beverage acquisitions  
*Food Dive*, 08.15.2019
- Into the Weeds  
Walking the Regulatory Line of CBD in Cosmetics  
*Cosmetics & Toiletries*, 07.2019
- What We Learned From FDA's Public Hearing On Cannabis  
*Law360*, 06.04.2019
- "Submitting a new 510(k) for software changes: FDA guidance and an evolving pathway for digital health,"  
*Digital Health Legal*, January 2018
- "FDA's Streamlined Requirements For Combination Products," *Law360*, January 2017
- "Additive manufacturing and 3D printing: US FDA's proposed draft guidance and industry perspectives,"  
*Journal of Medical Device Regulation*, November 2016
- "5 Takeaways From FDA Medical Device Data System Guidance," *Law360*, August 2014
- "New Draft Guidance Would Clear Regulatory Hurdles for Developers," *BNA's Medical Devices Law & Industry Report*, July 2014

## FDA Law Blog Posts

- "FDA Grants COVID-19 Diagnostic Emergency Use Authorizations, And Other Recent FDA Actions to Address COVID-19", March 16, 2020
- "FDA Postpones Ex-US Facility Inspections", March 11, 2020
- "How FDA is Reacting to the Coronavirus, and 2020 Regulatory Priorities", March 5, 2020
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- "FDA Year in Review: A Shifting Regulatory Landscape," January 7, 2020
- "FDA Issues Warning Letters to 15 Companies, Consumer Update on CBD Safety," December 10, 2019
- "Adapting To FDA's Proposal For Diagnosis Support Software," November 8, 2019
- "New Set Of Guidance From FDA Provides Clarity On Digital Health Policies, Machine Learning," September 30, 2019
- "Tips for When to Consider Legal Review of Quality System Investigations," September 23, 2019
- "FDA's New Safety and Performance Based Pathway for Medical Devices Reflects a More Modern Approach to Finding Substantial Equivalence," September 20, 2019

- "Regulating E-Cigarettes Remains "Top Priority" For FDA," July 12, 2019
- "Medical Devices – Artificial Intelligence and Reactions to FDA's Proposed Oversight," June 25, 2019
- "Location Matters – Manufacturing Insights from FDA's Annual Report on Drug Quality," May 20, 2019
- "AAFCO Issues Updated Guidelines Regarding Hemp in Animal Food," May 8, 2019
- "FDA Update: Recent Trends and a New Regime," April 19, 2019

## Healthcare Law Blog Posts

- "FDA Issues Warning Letter to Lab Marketing Three Laboratory-Developed Tests," April 22, 2019

## Media Mentions

CBD Rules In Limbo As FDA Grapples With New Cannabis Era  
*Law360*, 10.28.2019

Sheppard Mullin Nabs FDA Pro From Sidley Austin  
*Law360*, 01.23.2019

## Speaking Engagements

Speaker, "Drug and Biologics Advertising and Promotion 101," The American Conference Institute (ACI) 36<sup>th</sup> Annual FDA Boot Camp, San Francisco, CA, June 24, 2020

Speaker, "Health Hazard Evaluations" and "Measuring the Effectiveness of Your Complaint Handling System," AdvaMed Medical Device Complaints, MDRs and Recalls Workshop, Washington, D.C., Feb. 11, 2020

Speaker, "Food and Drug Topics for Holiday Parties: News from 2019 and Predictions for 2020," FDLI Law Over Lunch, December 17, 2019

## Events

FDLI Annual Conference: Exploring Advanced Topics in Food and Drug Law  
05.07.2020

Cannabis Webinar Wednesday: Getting Your CBD/Hemp Product To Market- Current Issues in Risk Management  
02.19.2020

Women in Healthcare Leadership Collaborative (WHLC) Presents: A View from the Capitol  
2020 Healthcare Policy, Legal and Regulatory Predictions  
Sheppard Mullin, New York and Sheppard Mullin, San Francisco, 01.23.2020

Healthcare - What You Need to Know in 2020  
Roundtable and Networking Event  
Sheppard Mullin, Washington D.C., 12.05.2019

Food Advertising, Labeling, and Litigation Conference: For the Food and Dietary Supplement Industries  
Food and Drug Law Institute, 09.26.2019

Hemp-CBD: Enabling Growth by Managing Legal Risks  
Celesq Webinar, 09.25.2019

Cannabis Webinar Wednesday: Hemp-CBD: Enabling Growth by Managing Legal Risks  
07.17.2019

## Podcasts & Webinars

Nota Bene Episode 71: Shifting Regulatory Landscapes at the FDA: Cannabis, Vaping and Intelligent Medical Devices with Allison Fulton  
03.04.2020

Cannabis Webinar Wednesday: Getting Your CBD/Hemp Product To Market- Current Issues in Risk Management  
02.19.2020

Cannabis Webinar Wednesday: Hemp-CBD: Enabling Growth by Managing Legal Risks  
07.17.2019

Nota Bene Episode 32: A Snapshot of the FDA: Understanding the Basics of Regulations with Allison Fulton  
04.17.2019

## Practices

False Advertising, Lanham Act and Unfair Competition  
Intellectual Property

## Industries

Cannabis  
Food and Beverage  
Life Sciences and FDA

## Education

J.D., The University of Texas School of Law, 2005, *with honors*  
B.A., Northwestern University, 1999

## Admissions

District of Columbia