



Francis H. LoCoco

PARTNER

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OVERVIEW

After serving clients in 46 states and trying more than 80 cases to verdict, Frank has the experience to handle just about any case.

Frank divides his practice between product liability defense for manufacturers of industrial and agricultural equipment, complex commercial litigation and contract-related cases, and representation of religious organizations in litigation and bankruptcy matters. With more than three decades of experience with the engineering and physics of equipment and mishaps, Frank is highly skilled at breaking down and explaining difficult technical evidence to juries in cases alleging product liability and personal injury. He is equally talented at high-volume case management in the commercial litigation space, having overseen thousands of simultaneous cases for a major multinational financial technology company.

Frank stands out among litigators for his vast trial experience: he's been first-chairing trials since his first year of law practice. Developing a trial-ready strategy from the beginning of a matter is second nature to him. In recent years, he has also handled an increasing number of arbitrations and mediations, working with clients who prefer to resolve disputes out of court. Frank's decades of trial experience mean that he instinctively understands what the parties are thinking and what their next move is likely to be, and he brings his deeply strategic thinking to the arbitration and mediation processes.

His arbitration and mediation focus is a perfect fit for the nonprofit and religious entities he often represents, many of whom strongly prefer to avoid trial. As a person of faith himself, Frank values the

Industry

Manufacturing

Services

Commercial Litigation

Litigation & Alternative Dispute Resolution

Nonprofit Organizations & Religious Institutions

Product Liability

Product Safety

Self Storage

Toxic Tort

opportunity to work with organizations who provide significant support to their communities. A lifelong Catholic, he has most often represented Catholic dioceses and Catholic orders, particularly in litigation involving sexual abuse allegations. In 2001, Frank became the senior litigator for the Chapter 11 bankruptcy of the Archdiocese of Milwaukee, which reorganized its financial affairs to address actions by priests who had harmed children decades earlier. Frank approaches these cases with deep humanity, prioritizing both healing for survivors and resolution for client organizations so that they can return their full attention to their charitable missions.

Known for his extensive trial background and his seasoned strategies, Frank has a reputation for understanding clients' businesses. His goal in any litigation is to offer legal representation that keeps client goals front and center.

Experience

- Won complete defense verdict in case where plaintiff who was injured while using forklift alleged negligence and strict product liability. Defendant contended that plaintiff failed to keep his body within protective confines of operator compartment in contrast to training and warnings. Plaintiff was represented by nationally recognized Reed Morgan of "McDonald's Hot Coffee" matter.
- Obtained defense verdict in case where plaintiff alleged she was injured because of negligent maintenance and/or repair work to the lift truck she was operating. Defendant argued that plaintiff failed to keep her service brake functional and failed to keep her body within protective confines of operator compartment in contrast to training and warnings.
- Obtained verdict of no liability for client sued in case involving carbon monoxide poisoning of Wisconsin couple. Defendant provided alternate theory regarding reason for carbon monoxide in house.
- Obtained defense verdict in case involving worker who was killed while operating sand and gravel conveyor belt.
- Won complete defense verdict in wrongful death action involving design of a stand-up, counterbalanced forklift truck. Defendant contended that design was compelled by governing industry regulations and proper design considerations, but that plaintiff failed to keep his body safely within confines of operator compartment.

Experience

- Defended major chemical company in mass tort case involving release of hydrogen chloride gas and chloromethane compounds at plant in Louisiana. At one point, there were nearly 5,000 plaintiffs and more than 80 lawsuits. Ultimately, more than half of plaintiff cases were dismissed. Results of seven-week trial involving eight bellwether plaintiffs were so successful that remaining cases settled for average payment of approximately \$5,000.
- Represented Archdiocese of Milwaukee as senior trial attorney in Chapter 11 bankruptcy. Successfully argued two appeals to U.S. Court of Appeals for the Seventh Circuit.
- Won complete defense verdict for manufacturer of material handling equipment. Jury also awarded significant judgment for costs in excess of \$250,000.
- Successfully defended client in three-week patent infringement case in Toledo, Ohio.
- Obtained favorable jury verdict for international manufacturing client and avoided \$14 million claim in product liability matter including failure to warn and defective product design.
- Oversaw thousands of commercial litigation matters and contract claims against major multinational financial technology company, developing a client-facing extranet infrastructure for case management and drastically reducing claim volume.

Recognition

- *The Best Lawyers In America*®
 - Mass Tort Litigation/Class Actions - Defendants, 2011-2025
 - Personal Injury Litigation - Defendants, 2003-2007, 2011-2025
 - Product Liability Litigation - Defendants, 2018-2025
 - Best Lawyers® Personal Injury Litigation - Defendants, "Lawyer of the Year," Milwaukee, 2021
 - Best Lawyers® Mass Tort Litigation/Class Actions - Defendants "Lawyer of the Year," Milwaukee, 2014, 2017
- Thomson Reuters Stand-out Lawyer, 2025
- Wisconsin Super Lawyers, 2008-2015, 2017-2023
- Martindale-Hubbell AV Preeminent

Education

- J.D., University of Wisconsin Law School
 - *cum laude*
 - *Wisconsin Law Review*, Managing Editor
- B.A., University of Dallas
 - *magna cum laude*

Admissions

- Wisconsin
- Texas
- U.S. District Court, District of Colorado
- U.S. District Court, Eastern District of Wisconsin
- U.S. District Court, Western District of Wisconsin
- U.S. Court of Appeals, Sixth Circuit
- U.S. Court of Appeals, Seventh Circuit
- U.S. Court of Appeals, Eighth Circuit
- U.S. Court of Appeals, Eleventh Circuit

Community Leadership

- Sacred Heart Seminary and School of Theology; Board Member and Chair of Finance Committee; Board Chair Designate, 2023-2024; Board Chair, 2024-2027
- Equestrian Order of the Holy Sepulchre of Jerusalem, Knight Commander; 2018 Milwaukee Investiture, Chair; Milwaukee Section Chair, 2018-present
- Marquette University Law School, Adjunct Professor, 2020



2025 Best Lawyers