



Bill P. Taaffe

MANAGING PARTNER
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Oregon Office

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Practice Areas

Commercial Liability Defense

Education

Lewis and Clark Law School, J.D.

Temple University, M.A., Education

University of Oregon, B.A., Political
Science

Bar Admissions

Oregon
Washington

Certification & Accolades

Member, Oregon State Bar
Association

Member, Washington State Bar
Association

Member, Multnomah Bar Association

Member, Oregon Association of
Defense Counsel

Member, Claims and Litigation
Management Alliance

Admitted, United States District
Court for the District of Oregon

Admitted, United States District
Court for the Western District of
Washington

Previous Winner of Black Belt Trial
Advocacy Training Program

Oregon Super Lawyer, 2021

Best Lawyers in America, 2024



SMITH | FREED
EBERHARD
ATTORNEYS AT LAW

Expertise and Professional Overview

Bill Taaffe is the Managing Partner of Smith Freed Eberhard, where he leads a team of 35 attorneys in Oregon & Washington, specializing in third-party defense work, including the defense of high-exposure and catastrophic injury claims. In addition to his deep legal expertise, he oversees the strategic and operational direction of the firm, ensuring both exceptional client outcomes and a strong internal culture of collaboration, innovation, and accountability.

With many years of litigation experience, Bill is regularly called upon to defend complex claims involving premises liability, fire loss, products liability, liquor liability (Dram Shop), commercial auto, defamation, and general negligence. His practice focuses on large-loss litigation—often in the tens of millions of dollars—where he consistently delivers outstanding results for national and international clients.

Bill also brings a unique global perspective to his work, having spent years working in multiple countries before entering the law practice. His international business experience continues to inform his approach to litigation, allowing him to develop creative, multi-faceted strategies that are both practical and effective.

Recognized for his relentless work ethic and hands-on approach, Bill is known as the attorney who will jump on a plane at a moment's notice, work around the clock, and do whatever it takes to protect his clients' interests. He has successfully resolved a wide range of high-stakes cases, including multimillion-dollar wrongful death, products liability, fire loss and liquor liability matters; exceeding client expectations in complex, high-pressure environments.

