



## MEDIA LIABILITY

The experts at Swett & Crawford's Professional Services Group are ready to be valuable members of your team. We apply the vast intellectual capital of our organization, 97 years of professional services knowledge and experience, and unsurpassed market relationships to identify the best terms, conditions and pricing for your unique risk.

### SWETT AND CRAWFORD IS THE SINGLE, COMPREHENSIVE SOURCE FOR MEDIA LIABILITY

Here are some of the classes we can write:

- Advertiser Liability
- Advertising Agency Liability
- Author Liability
- Book Publisher's Liability
- Broadcaster Liability
- Magazine Publisher's Liability
- Multimedia Liability
- Newspaper Publisher's Liability
- Personal Appearance and Celebrity Liability
- Radio, Television and Film Producer Liability
- Television and Film Distributor Liability

Media liability coverage available for many of the classes listed above include:

- Copyright & Trademark Infringement
- Errors & Omissions
- Libel

- Slander
- Invasion of Privacy
- Plagiarism
- Piracy and Misappropriation of Ideas
- Defamation
- Infliction of Emotional Distress
- Right of Publicity
- Infringement of Title or Slogan and Related Unfair Competition

While each policy is individually underwritten, features of many of our Media Liability programs include affirmation coverage for punitive damages (where permitted by law), occurrence and claims made forms, broad insurance language and worldwide coverage.

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The blended strength of Swett & Crawford and Cooper Gay, with a combined \$3.5 billion in premiums, delivers the world's largest global wholesale brokerage and reinsurance organization with more than 1500 insurance professionals in 60 offices on four continents.