

Copyright Infringement: Is Your Company Exposed to a Billion Dollar Suit?

What are the vulnerabilities of copyright infringement and how can you avoid those perils? Step one is reading a free copy of Advisen's newest briefing which is sponsored by Swett & Crawford. We operate in an era when copyright-protected material can be replicated and transmitted across the globe with a few keystrokes. Companies need to be vigilant about avoiding lawsuits, and perhaps even criminal prosecution, for inadvertent copyright law violations. Websites are particularly vulnerable to copyright issues because of their visibility and the ease with which copyright violations can occur in digital media. This report is part one in a three-part series.

Do you have a website? The borderless nature of the Internet can subject website owners and operators to liability under copyright laws not only in their home country, but throughout the world. Copyright infringement is only one of several closely related intellectual property exposures, including trademark, trade name and trade dress infringement, but it is the exposure that most readily can lead to mammoth claims.

Intellectual Property and the Internet: Copyright Infringement Liability in the Digital Era, a new Advisen briefing brought to you by Swett & Crawford, examines the copyright infringement exposures faced by all companies with an online presence. Most business websites are not likely to trigger copyright infringement suits demanding hundreds of millions of dollars, as has been the case with social network and file sharing sites such as MySpace and YouTube, but every website has the potential for inadvertently being in violation of increasingly complex copyright laws. In addition to valuable insights into exposures, this report also presents practical steps for avoiding copyright infringement trouble and explains the various types of policies available for insuring the risk.

WHO SHOULD READ THIS PAPER?

The paper raises awareness of the unexpected ways companies can stumble into copyright trouble on their websites, and suggests practical loss control steps to avoid problems. It also discusses the types of insurance products that can be used for the exposure. All buyers of insurance and risk managers (anyone whose company has a website, in fact), and brokers marketing cyberliability products will find this paper relevant. Our view is that in this Internet age, it is hard to imagine any business that shouldn't be on top of this topic.

Read the free Advisen Briefing courtesy of Swett & Crawford via this link: http://corner.advisen.com/swett_copyright_blurb.html

The remainder of this free 3 part Advisen Cyber Briefing series brought to you by Swett & Crawford will feature papers on the Liability of Social Networking and Privacy & Data Security.

Catch the Webinar!

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Swett & Cyberliability

For more information about cyberliability insurance products, visit the Swett & Crawford Professional Services Group website at

<http://www.swett.com/main.php?page=PracticeGroupView&practiceGroupID=2>.

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