

Apparelinsurance.com
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Were on the web!

www.cmmeiers.com

www.apparelinsurance.com



Complete coverage for a complex world

Founded in 1934, C.M. Meiers Company, Inc. is one of the oldest insurance brokerages in California. We are a firm that is purposefully large enough to handle all lines of insurance, yet close enough to our clients to deliver a highly personalized service experience.

For Apparel companies, this means the convenience of placing every type of garment related insurance coverage with one office and the satisfaction of having one dedicated and knowledgeable Account Manager who will personally serve your organization. The apparel division of C.M. Meiers Company was enhanced in 1992 by Bill Kulchin, and today serves over 100 apparel manufacturers and distributors.

LEGAL ISSUES: Mattel and MGA continue their battle over legal rights to "Bratz" dolls. And, when inspiration becomes imitation...

A federal jury found that a Mattel designer Carter Bryant created the Bratz doll concept while he worked at Mattel under an exclusivity contract. This was a scathing defeat for MGA Entertainment, which introduced the dolls—known for bare-midriff outfits, big heads and pouty lips—in 2001.

The jury found that Van Nuys, CA based MGA aided in the designer's breach of the Mattel contract. The decision opens the door for Mattel to claim damages or even ownership in the \$500mm–\$2bb annual sales of the doll. Potentially this is a \$1 billion problem or more for MGA, who continues their ongoing fight with Mattel.

Apparel companies face similar woes if designers knowingly, or unknowingly, copy existing designs, concepts, or styles. Contrary to popular belief, many designs are legally registered by their owners. Ask any jeans maker who has bumped up against trademark No. 1,139,254, Levi's now famous drawing of a seagull in flight that adorns the back pocket of their jeans. Lacoste has their alligator. Polo Ralph Lauren fiercely defends their polo player, and Nike lawyers will teach you never to copy its famous swoosh.

Why are these lawsuits so popular? It's because the

single most important asset your business has, is intellectual property; it can be the make it or break it source of revenue for you; and we as Americans believe that stealing is wrong, and our courts will protect us in our ownership rights, when they are properly documented and registered.

According to Intellectual Property expert Jim Shepperd of IPISC in Louisville, KY, the standard General Liability policy simply cannot protect you for I.P. offenses, due to the standard exclusions in the policy. The only insurance program that can work is an I.P. Liability policy specifically written, and researched for your business.

MARKET PULSE

Intellectual Property Liability insurance—Infringement defense coverage is available to pay legal expenses to defend against charges of infringement by a company that makes, uses, and/or sells a product, or, uses a word or mark in the marketplace.

This insurance will

- 1) Provide the money and expertise for a powerful legal defense,
- 2) Enables you to mitigate the risk of unexpected infringement lawsuits,
- 3) Relieves the pressure to settle a winning lawsuit, because you may lack the financial resources to continue defending.

Minimum premiums start as low as \$10,000., with minimum deductibles of \$25,000. With experts from Intellectual Property Insur-

ance Services Corporation in Louisville, KY, we will create a carefully researched plan of coverage, to help you defend your most important asset.

Apparel companies we serve benefit by many forms of insurance.

Are you covered?

Workers' Compensation
Stock Inventory
General Liability
Employment
Practices Liability
Employee Benefits
Personal Insurance
Intellectual Property
Trade Credit / Receivables
Equipment Breakdown
Employee Theft
Earthquake & Flood

Here are just a few of our proud associations, and carrier relationships to serve you.

Travelers
Hartford
Golden Eagle—Liberty Mutual
Allied—Nationwide
Lloyds of London
Safeco
ACE
CIBA
Chubb
One Beacon
Berkshire Hathaway
Cypress
Employers Comp Insurance Co.
Republic Indemnity
Praetorian Specialty
Everest National
Zenith
State Compensation Fund