

Berkley Life Sciences LLC to Offer First in a Series of Risk Management Tip Sheets

Seven Steps to Avoiding “Marketing Landmines”

Life science firms must market their products in order to sell them and gain market share. Some marketing practices, however, can unwittingly invite product liability claims or compromise the defense of lawsuits alleging patient injury due to defect, failure to warn, over-promotion or off-label promotion. Life science firms seek a path that allows them to walk the risk “tightrope” of effective marketing while avoiding the pitfalls of over-exuberance.

Berkley Life Sciences LLC, the only insurance carrier focusing exclusively on the insurance needs of life science companies, announces the availability of a new risk management resource – the first in an ongoing series -- in the form of a tip-sheet on avoiding marketing landmines. The tip sheet offers seven specific risk management suggestions for avoiding potentially explosive scenarios.

This resource is now accessible to clients and broker partners via PILS (Policyholder and Insured Log-in Services) on the Berkley Life Sciences website, www.berkleyls.com.

According to Berkley Life Sciences’ Kevin Quinley, Vice President of Risk Services, “No tip sheet or checklist can substitute for sound legal advice.” He adds, though, that “this will be the first in a series developed by Berkley Life Sciences LLC and available to clients and business partners as a risk management resource. It is one more way we add value to the relationships we have with life science clients and the insurance intermediaries who partner with us.”

About Berkley Life Sciences, LLC

Berkley Life Sciences, LLC, a member company of W. R. Berkley Corporation, is solely dedicated to serving the needs of the life science industry, providing sophisticated, innovative insurance products and services to life science customers of all sizes.

About W. R. Berkley Corporation

Founded in 1967, W. R. Berkley Corporation is an insurance holding company that is among the largest commercial lines writers in the United States and operates in five segments of the property casualty insurance business: specialty insurance, regional property casualty insurance, alternative markets, reinsurance and international.

For more information about Berkley Life Sciences, visit www.berkleyls.com or contact Emily Urban, SVP, at 609.844.7800 or eurban@berkleyls.com.

For questions about the Risk Management Tips document, feel free to contact Kevin Quinley at (703) 789-7837 or kquinley@berkleys.com.