

# Helping Clients Navigate

The Fine Line Between Success and Failure

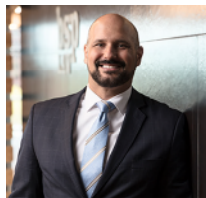
## INSURANCE LITIGATION OVERVIEW

Bush Seyferth PLLC (BSP) is a certified woman-owned litigation specialty firm with substantial experience in insurance coverage matters. Leading insurers and self-insured companies turn to BSP for advice and representation in a wide variety of coverage disputes, including:

- First-Party Coverage
- Life, Health, Disability, and ERISA
- Accidental-Death Policies
- Annuity Contracts
- No-Fault Auto Insurance / PIP
- Appeals
- Tort Claims Defense
- GAP Insurance
- Credit Life Insurance
- Premises Liability
- Interpleader Litigation
- Commercial General Liability
- Agent Misconduct

BSP has a track record of winning for our clients on summary judgment motions, at trial, and on appeal. In cases where summary judgment may be precluded by questions of fact or law, or where the circumstances dictate, BSP effectively negotiates settlements that are favorable for our clients.

## INSURANCE LITIGATION TEAM



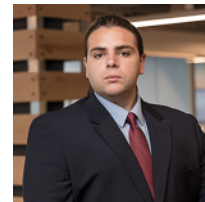
**Moheeb H. Murray**  
University of Michigan Law School  
Past co-chair of NAMWOLF's Insurance PAC and active in DRI's LHDE Committee



**Lena M. Gonzalez**  
Wayne State University Law School  
Treasurer of the Hispanic Bar Association of Michigan



**Luis E. Gomez**  
University of Michigan Law School  
President of the Hispanic Bar Association of Michigan



**Daniel A. Ruiz**  
University of Michigan Law School  
Taught Business Law and Ethics at the Ross School of Business



**Susan M. McKeever**  
Villanova School of Law  
*Clerkships:* U.S. District Court for the Eastern District of Michigan & U.S. District Court for the District of New Jersey

## OTHER INSURANCE-RELATED LITIGATION

In addition to defending insurers in coverage cases, BSP's attorneys regularly litigate cases involving non-compete and non-solicitation agreements, misappropriation of trade secrets and customer information, agent misconduct and negligence, and claims for commissions. Our attorneys have also successfully represented insurers in cases alleging illegal redlining and wrongful termination of an agent.

## REPRESENTATIVE CLIENTS

- AXA Equitable Insurance Company
- MetLife Insurance Group
- New York Life Insurance Company
- Transamerica Life Insurance Company
- Zurick Insurance Group
- Repwest Insurance Company
- Securian Financial Group
- The Prudential Insurance Company of America

## INSURANCE LITIGATION RESULTS

- Lead counsel in defense of leading life and disability insurer on ERISA claim.
- Counsel for national insurance company and agent in defense of claim that agent engaged in discriminatory redlining against potential customers.
- Trial and appellate counsel for national insurance company in defense of agent claim that agency was terminated based on illegal redlining.
- Trial counsel for national insurance company in claim against exclusive agent for wrongful solicitation of clients and misappropriation of trade secrets.
- Obtained favorable settlement on behalf of excess insurer in connection with multi-party suit stemming from trucking accident.
- Represented insurers in various interpleader actions.
- Counseled specialty insurance company in securities class action related to executive compensation.
- Michigan statewide counsel for leading national do-it-yourself moving and vehicle-rental company for insurance coverage, tort liability, and commercial litigation matters.
- Represented insurance company in Federal Arbitration Act appeal.
- Appellate counsel for national property and casualty insurance company.
- Lead counsel and also Michigan counsel working with national counsel for several leading life insurance and annuity companies in interpleader cases.
- Served as co-counsel on appeal for hospital in insurance coverage dispute, successfully preserving \$9 million judgment.
- Won dispositive motion on behalf of national insurance company against claim that agent promised life-insurance coverage.

## BSP IS PROUD TO BE

- Featured in *Benchmark Litigation of America*
- Ranked as a Tier 1 Firm for Commercial Litigation and Product Liability Defense by *U.S. News*
- The Network of Trial Law Firms' Michigan Firm
- National Coordinating and Trial Counsel – major automotive manufacturer
- A Sustaining Member of PLAC
- Named PulteGroup's Law Firm of the Year
- The National Association of Minority & Women Owned Law Firms' Law Firm MVP
- The largest certified woman-owned litigation firm in Michigan

## ABOUT BSP LAW

The trial attorneys at Bush Seyferth PLLC win lawsuits in courtrooms across the country – with trial skills second to none. Some of America's best-known companies look to BSP to represent them in catastrophic injury cases, class actions, complex business litigation, and appeals.