

## **Commercial Printer Panic**

### **Negligence**

A printer was sued for negligence because an advertisement it published contained an incorrect phone number, which was the number for an unrelated third party business. The third party sued the printer for damages resulting from the mistake which tied up its phone system, causing it to lose sales. The case was settled in excess of \$75,000.

### **Copyright Infringement**

A printer was sued for reprinting a copyrighted photograph which was utilized in an advertisement for its client. Although the printer was an innocent infringer, because damages were potentially great, the case was settled for \$50,000.