

Peter W. Bloom

Associate

San Francisco

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Peter works with insurance carriers on coverage evaluation and dispute resolution for a wide variety for policies and coverages, from commercial property to professional and general liability.

OVERVIEW

Peter represents primary and excess insurers in coverage disputes, including claims arising out of professional liability, personal liability, property damage, and cybercrime. He also has experience defending insurers in complex cases alleging breach of contract, bad faith, and unfair competition in actions in federal and state courts across the U.S.

Peter provides specialized advice on discovery disputes and motion practice across a nationwide portfolio of COVID-19 business interruption cases for an international insurance company. His clients include regional, national, and international insurance companies.

Additionally, Peter has represented businesses in disputes involving claims under local housing and building codes, the California Unfair Competition Law, consumer financial laws, and ERISA. He has represented a major financial institution in California probate court in matters relating to administration of trusts.

REPRESENTATIVE MATTERS

- Advised cyber-liability insurer regarding late notice defense for claim of intellectual property cease and desist letter, including a significant damages demand.
- Advised cyber-liability insurer regarding multiple claims with multiple insureds relating to ransomware demands arising out of security vulnerabilities that were misrepresented in the policy applications.
- Advised insurer regarding coverage for copyright infringement claim by fashion company under policy containing network security and privacy liability coverage and media liability coverage.
- In *Nautilus Ins. Co. v. Access Medical, LLC*, (Nev. 2021), briefed a successful certified question to the Nevada Supreme Court recognizing an insurer's right to recoupment of defense costs expended subject to a reservation of rights following a later judicial finding of no coverage.

AWARDS

- Best Lawyers in America®: Ones to Watch: Insurance Law (2026)

TOP AREAS OF FOCUS

- Bad Faith
- General Liability
- Insurance + Reinsurance

ALL AREAS OF FOCUS

- Bad Faith
- Directors + Officers Insurance
- Employment Practices Liability
- General Liability
- Insurance + Reinsurance
- Litigation + Trial
- Media, Technology + Cyber Liability Insurance
- Professional Liability

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Member, American Bar Association

EDUCATION AND CERTIFICATIONS

EDUCATION

- Northwestern University Pritzker School of Law, J.D., 2016, executive editor, *Journal of Criminal Law and Criminology*
- Gettysburg College, B.A., *magna cum laude*, 2010

BAR ADMISSIONS

- California

COURT ADMISSIONS

- U.S. District Court, Northern District of California
- U.S. District Court, Central District of California
- U.S. District Court, Eastern District of California
- U.S. District Court, Southern District of California

LANGUAGES

- German

PUBLICATIONS

- Contributor, "[2024 D&O and Professional Liability Year in Review](#)," *Troutman Pepper Locke*, February 12, 2025.
- Contributor, "[D&O and Professional Liability – 2023: A Year in Review](#)," *Troutman Pepper*, February 28, 2024.
- Contributor, "[D&O and Professional Liability 2022 | A Year in Review](#)," *Troutman Pepper*, February 6, 2023.
- Contributor, "[D&O and Professional Liability 2021 | A Year in Review](#)," *Troutman Pepper*, February 22, 2022.
- Contributor, "[D&O and Professional Liability 2020 | A Year in Review](#)," *Troutman Pepper*, March 1, 2021.