

Effective date of this Endorsement: <Effective Date>
This Endorsement is attached to and forms a part of Policy Number: <Policy Number>
<Insurer> referred to in this endorsement as either the “Insurer” or the “Underwriters”

ADVERTISING LIABILITY EXCLUSION

This endorsement modifies insurance provided under the following:

<ProductName>

In consideration of the premium charged for the Policy, it is hereby understood and agreed that:

1. Clause II. Exclusions A. of the Policy Terms and Conditions is amended by the addition of the following:
 4. any **Advertising Liability**; or

2. For the purposes of this endorsement, “**Advertising Liability**” means injury arising out of one or more of the following, committed in the course of the **Insured’s** advertising activities:
 - a. libel, slander or defamation;
 - b. infringement of copyright, title, slogan, trade dress, or advertising idea;
 - c. false, deceptive or misleading labeling or advertising;
 - d. piracy or idea misappropriation under an implied contract; or
 - e. invasion of right of privacy.

All other terms and conditions of this Policy remain unchanged.

Authorized Representative