

**ATTACHING TO AND FORMING PART OF POLICY NO.**

**ADVERTISING COVERAGE AMENDMENT**

It is understood and agreed between the Insured and the Company that the insuring provisions of COVERAGE B. "PERSONAL INJURY" & "ADVERTISING INJURY" LIABILITY do not cover defense or indemnity of any claim, "suit", loss or expense which arise in connection with any actual or alleged infringement of intellectual property rights or violations of laws relating to any of the following:

- (1) Patents;
- (2) Trademarks;
- (3) Trade Dress;
- (4) Trade Names;
- (5) Trade Secrets and Know-How.
- (6) Copyright

SECTION V - DEFINITIONS (per Form CG 00 01) or SECTION VI - DEFINITIONS (per Form CG 00 02), NUMBER 1 IS AMENDED TO READ AS FOLLOWS:

1. "Advertising" means intentional action taken to attract public attention in order to arouse a desire to buy or patronize. It does not mean the act of selling or an actual offer to sell.
2. "Advertising injury" means injury caused by any of the following offenses that result from advertising of your products or your work.
  - a. Oral or written publication of material that slanders or libels a person or organization or disparages a person's or organization's goods, products or services;
  - b. Oral or written publication of material that violates a person's right of privacy;
  - c. Misappropriation of advertising ideas or style of doing business; or
  - d. Infringement of copyright, title or slogan.

The DECLARATIONS, INSURING AGREEMENTS, DEFINITIONS, EXCLUSIONS and CONDITIONS of this Policy otherwise remain unchanged.

EFFECTIVE DATE:

PSA1015.a (04/10)