

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

EXCLUSIONS AND LIMITATIONS PERSONAL INJURY AND ADVERTISING INJURY

This endorsement modifies the insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

It is agreed that the following exclusions and definitions are added to Paragraph 2. Exclusions of COVERAGE B, PERSONAL AND ADVERTISING INJURY LIABILITY:

- c. "Personal Injury and Advertising Injury" arising out of the "Field of Entertainment Business" of the Insured with respect to the following offenses:
 - (1) Invasion or infringement of or interference with the right of privacy or publicity, whether under common law or statutory law;
 - (2) Infringement of copyright or trademark whether under common law or statutory law;
 - (3) Libel, slander or other forms of defamation. However, this exclusion does not apply to "personal injury and advertising injury" if caused by an offense arising out of personal, guest or public appearances by the Named Insured on programs of others that are not related to the advertising, promoting, displaying or broadcasting of motion pictures, television shows, commercials, documentaries, or industrial, educational or training films, stage or theatrical productions, or any literature, including musical materials, that are produced, conducted, composed or distributed by or on behalf of the Named Insured, which are the subject of this insurance.
 - (4) Plagiarism, piracy, or unfair competition resulting from the alleged unauthorized use of titles, formats, Ideas, characters, plots, performances of artists or performers or other material;
 - (5) Breach of contract, implied in fact or in law, resulting from the alleged submission, acquisition or use of program, musical or literary material used by the Insured in the insured production.
- d. "Field of Entertainment Business" as defined herein includes the following:
 - (1) The creation, production, publication, distribution, exploitation, exhibition, advertising and publicizing of:
 - i. Motion pictures of any kind and character,
 - ii. Television programs,
 - iii. Commercial, industrial, educational and training films,
 - iv. Phonograph records, audio and video tapes, cassettes, compact discs and digital video discs (DVDs).
 - v. Internet related publications,
 - vi. Electronic transcriptions,
 - vii. Music in sheet, manuscript or book form,
 - viii. Books, magazines and other publications.
 - (2) The conduct of any actors, players, entertainers or musicians in any production, show appearance or performance, or exhibition except as provided for above in paragraph c. 3).
 - (3) The ownership, operation, maintenance or use of radio and television broadcasting stations, CATV systems, cinemas, stage productions with living actors, and any similar exhibition or broadcast media.
 - (4) The ownership, operation, maintenance or use of merchandising programs, advertising or publicity material, characters or ideas; whether or not on premises of the Insured or in possession of the Insured at the time of the alleged offense.