

**MISCELLANEOUS ERRORS AND OMISSIONS
LIABILITY INSURANCE POLICY APPLICATION**

PUBLIC RELATIONS/PROMOTION/MARKETING FIRMS SUPPLEMENT

1. Name of **Your** firm: _____
2. Please list the types of businesses, industries, etc. in which **Your** major clients operate (i.e. retail merchandise, government, entertainment, etc.): _____
- _____

3. Please complete the appropriate sections indicating the approximate percentages of **Your** total operations involving: (Must total 100%)

_____ % Marketing Consulting

_____ % Direct mail design and distribution

_____ % Mailing list brokering

_____ % Mailing list creation and maintenance

_____ % Data warehousing/data processing

_____ % Desk top publishing design/layout

_____ % Graphic design

_____ % Promotion/Sweepstakes/Contests/Coupon Design

_____ % Promotion/Sweepstakes/Contests/Coupon Administration

_____ % Fulfillment Services

_____ % Commercial Printing

_____ % Catalog Design/Publishing/Distribution

_____ % Advertising Agency Services

_____ % Public Relations Consulting

_____ % Package/Custom Software Development

_____ % Telemarketing

_____ % Investor Relations

_____ % Other (specify) _____

4. Do **You** use subcontractors? Yes _____ No _____
If yes, please attach a sample copy of a contract used with subcontractors and respond to the following regarding subcontracted services:

(a) What services do **You** subcontract? _____

(b) Approximate percentage of time subcontractors are utilized: _____ %

(c) Do **You** require **Your** contractors to maintain errors and omissions insurance? Yes _____ No _____

5. (a) Are **You** involved in the development or design of copyrighted materials, trademarks, logos, packaging or display design? Yes_____ No_____
- (b) Please advise the total number of trademarks **You** develop each year: _____
 Attach description of **Your** legal review of other procedures used for clearing trademarks, copyrighted material or other intellectual property.
6. Do **You** utilize outside legal counsel for review and/or consultation on personal injury and intellectual property matters? Yes_____ No_____
 If yes, please advise name of attorney and firm.

7. Do **Your** activities involve set-up and/or management of promotional games, contests, lotteries, sweepstakes, or other games of chance? Yes_____ No_____
 If yes, please provide details, including copies of representative contracts.

8. Do **Your** contracts always require **Your** client to sign off on all press releases, advertising or promotional material prior to dissemination? Yes_____ No_____

NOTE:

THIS PUBLIC RELATONS/PROMOTION/MARKETING FIRMS SUPPLEMENT IS ATTACHED TO AND FORMS A PART OF THE MISCELLANEOUS ERRORS AND OMISSIONS LIABILITY INSURANCE POLICY APPLICATION. IT IS SUBJECT TO THE SAME PROVISIONS CONCERNING REPRESENTATIONS MADE AS IN THE BASIC APPLICATION. THE APPLICATION INCORPORATING THIS SUPPLEMENT MUST BE SIGNED AND DATED BY A PRINCIPAL, PARTNER, OFFICER OR DIRECTOR OF THE FIRM PRIOR TO ISSUANCE OF THE POLICY.