

**THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.**

## **EXCLUSION – ADVERTISING INJURY LIABILITY**

This endorsement modifies insurance provided under the following:

### FARM LIABILITY COVERAGE FORM

Coverage for "advertising injury" is deleted from Coverage I and therefore the Farm Liability Coverage Form does **not** insure against liability arising out of "advertising injury".

"Advertising injury" means an injury arising out of one or more of the following offenses:

- 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. The use of another's advertising idea in your "advertisement"; or
- d. Infringing upon another's copyright, trade dress or slogan in your "advertisement".

Any references to "advertising injury", in the Coverage Form or Declarations, do not apply.