



Supplemental Application
for
Canadian Miscellaneous Professional Liability
Insurance Policy

THIS IS A CLAIMS MADE AND REPORTED INSURANCE POLICY. READ IT CAREFULLY.

PUBLIC RELATIONS SUPPLEMENTAL APPLICATION

Name of Applicant's Firm: _____

Address: _____

1. Please list the Applicant's major clients:

2. Please complete the appropriate sections indicating the approximate percentages of the Applicant's total operation involving:
(Must total 100%)

- % Marketing Consulting
- % Direct Mail Design and Distribution
- % Mailing List Brokering
- % Mailing List Creation and Maintenance
- % Data Warehousing/Data Processing
- % Desktop 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 - Please describe: _____

3. Does the Applicant use subcontractors? ☐ Yes ☐ No
- If yes, advise:** _____
- (a) For what services: _____
- (b) Approximate percentage of time subcontractors are utilized: _____%
- (c) Does the Applicant require that they maintain E&O insurance? ☐ Yes ☐ No
- (d) Please attach copy of contract used with subcontractors.

4. (a) Is the Applicant involved in the development or design of copyrighted materials, trademarks, logos, packaging or display design? ☐ Yes ☐ No
(b) The total number of trademarks the Applicant develops each year: _____
(c) Provide description of the Applicant's legal review or other procedures used for clearing trademarks, copyrighted material or other intellectual property.
5. Does the Applicant utilize outside legal counsel for review and/or consultation on personal injury and intellectual property matters? ☐ Yes ☐ No
If yes, please advise name of lawyer and Law Firm:
6. Do the Applicant's 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 specific contracts.
7. Do the Applicant's contracts always require the Applicant's client to sign off on all press releases, advertising or promotional materials prior to dissemination? ☐ Yes ☐ No

Fraud Warning

Any person who knowingly and with intent to defraud any insurance company or other person files an application for insurance or statement of claim containing any materially false information, or conceals for the purpose of misleading, information concerning any fact material thereto, commits a fraudulent insurance act, which is a crime.

THIS SUPPLEMENTAL APPLICATION IS ATTACHED TO AND FORMS A PART OF THE CANADIAN MISCELLANEOUS PROFESSIONAL LIABILITY POLICY APPLICATION. IT IS SUBJECT TO THE SAME PROVISIONS CONCERNING REPRESENTATIONS MADE AS IN THE BASIC APPLICATION.

This Application must be signed by the Applicant.

_____ Signature	_____ Title	_____ Date
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NOTE: This Application including any material submitted herewith shall be treated in strictest confidence.