**Section 2010.APPENDIX A Interpretive Guidelines**

**Section 2010.ILLUSTRATION U Guideline to Section 2010.110(b)**

Although this Section permits a reference to an insurer being licensed in a state where the advertisement appears, it does not allow exaggeration of the fact of such licensing nor does it permit the suggestion that competing insurers may not be so licensed because, in most states, an insurer must be licensed in the state to which it directs its advertising.

Terms such as "official", or words of similar import, used to describe any policy or application form are not permissible because of the potential for deceiving or misleading the public. This guideline also applies to Section 2010.110(c).