

Official Rules

These are the Official Rules (“Official Rules”) of the Avery Dennison Corporation (“Sponsor”) “Artists in Automotive” Contest (“Contest”). Please read these Official Rules. You must agree to accept and comply with the Official Rules to participate in the Contest and be eligible to win the prize.

ELIGIBILITY:

The Contest is open only to legal residents of the United States and Canada who are at least the age of majority in their jurisdiction of residence on the date of entry (“Entrant”). Employees, directors, and officers and their immediate families (spouses and siblings, parents, and children, and their spouses) and household members of Sponsor, its parent company, subsidiaries and affiliates, distributors, dealerships, and companies involved in the implementation and execution of the Contest (collectively the “Contest Entities”) may not enter and are not eligible to win the prize. The Contest is void where prohibited.

ENTRY PERIOD:

The Contest begins at 12:00 AM Eastern Standard Time (“EST”) on Monday, August 19th, 2019, and ends at 11:59 PM EST on Monday, September 16th, 2019 (“Entry Period”). Sponsor’s computer time clock is the official timekeeper for the Contest.

HOW TO ENTER:

There is a limit of one (1) Entry per person. To enter:

1. Create a custom design for a Urus Lamborghini, that will eventually be printed on MPI 1105 EZ RS with DOL 1360.
2. During the Entry Period, visit www.graphics.averydennison.com/SEMA (the “Website”) and complete the online entry form.
3. Submit the completed online entry form with a rendering of your design on a vehicle.

Proof of submission of an Entry is not proof that the Entry was actually received by Sponsor; however, if an Entry is incomplete or otherwise ineligible, Sponsor may, but is under no obligation to, contact the Entrant and allow him/her to correct the identified issue(s) and resubmit the Entry during the Entry Period. Sponsor’s computer records control any such dispute.

AGREEMENT TO THE OFFICIAL RULES AND OTHER CONDITIONS:

By participating in the Contest, each Entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and the Judges, which are final and binding in all matters related to the Contest. Winning any prize is contingent upon fulfilling all requirements set forth herein. The Contest prohibits Entrants from using any photos or images that constitute or include the proprietary works of others, without obtaining the proper rights to use such materials. Entries containing materials that are deemed inappropriate or offensive, in Sponsor’s sole discretion, may be disqualified. Additionally, Entrants fully and unconditionally agree that the Sponsor can use all Entry materials submitted for any purposes in perpetuity without any compensation to, or further approval from, Entrant. However, Sponsor has no obligation to use such materials.

Entries will be considered made by the authorized account holder of the email address provided on the online entry form. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider, or other organization that is responsible for assigning such addresses. The potential winner may be required to show proof of being the authorized account holder. No mechanical reproductions permitted. Sponsor is not liable for lost, late, misdirected, or corrupted Entries whether due to a technical error or otherwise. Entries become the property of Sponsor and will not be acknowledged or returned. If your Entry does not meet the criteria herein, your Entry may be ineligible at Sponsor's discretion.

WINNER SELECTION AND NOTIFICATION:

Three (3) potential winners will be selected by the Avery Dennison Graphics team based on the uniqueness of the designs and how aesthetically pleasing the design is. If chosen, print ready files will be required by September 23rd, 2019.

In the event of a tie, the Avery Dennison Graphics team will have one more person vote to determine the winner. The odds of being selected depend on the performance of each Entrant.

Sponsor will attempt to notify the potential winners via email on or before Monday, September 20th, 2019. If Sponsor is unable to reach a potential winner at the provided email address within three (3) days, a prize is returned as undeliverable, or a winner does not accept delivery of the prize, the prize may be forfeited and awarded to an alternate winner based on the judging criteria. A potential winner may be required to execute an Affidavit of Eligibility and Liability Release. Refusal by a potential winner to execute an Affidavit and Release, or failure to return an Affidavit and Release by the stated deadline, will result in disqualification, and a new potential winner may be selected in accordance with the judging criteria. .

Except where prohibited by law, acceptance of a prize constitutes permission for Sponsor to use the winner's name, hometown, likeness, statements, and other personally identifiable information for promotional, advertising, and marketing purposes in any media throughout the world without additional prize, incentive, consideration, consent, or review, and upon request, winner will provide written consent to such use.

PRIZES:

Each winner will receive the below prizes. The approximate retail value of each prize is \$1,000.

1. Design to be the featured wrap during one (1) day of the 2019 SEMA Show
2. One (1) free pass into the 2019 SEMA show
3. Exposure within the Avery Dennison booth at SEMA
4. A \$200 Visa gift card
5. Avery Dennison social media exposure - live stream and post mentions
6. Press release mentions

Certain conditions and restrictions on the prizes may apply. Any additional expenses or items that are not specifically listed in the prize description above and any costs incurred in accepting or using a prize are not included and are the sole responsibility of the winner. All prizes of cash and gift cards will be mailed to the winner at the address provided on the online entry form. A prize may not be transferred or assigned until after the actual winner has complied with all of his or her obligations under these Official Rules. No cash or other substitution may be made, except at Sponsor's sole discretion. Sponsor reserves the right in its sole discretion to substitute a prize in whole or in part with another prize of comparable or greater value. A

winner may bring his/her own install team to SEMA, but all costs and expenses associated with doing so, including SEMA entry fees, however, will be the sole responsibility of the winner or attendee.

The winner will be responsible for all taxes (including but not limited to federal, state, local, and/or income) on the prize and may be required to provide their Social Security numbers for tax reporting purposes. All dollar amounts reflect United States currency.

GENERAL CONDITIONS / RELEASE:

In consideration of the ability to participate in the Contest, Entrant agrees to (a) release Contest Entities, Facebook®, Instagram® and their respective directors, officers, agents, and employees from any and all liability for any claims, costs, injuries, losses, or damages of any kind caused by (i) Entrant's participation, including the unauthorized or illegal access to personally identifiable or sensitive information or the acceptance, possession, use, or misuse of a prize; (ii) any Contest Entities' sponsorship or administration of the Contest; and (iii) Entrant's and/or any third party's use, sale, or disposal of the prize; (b) acknowledge that Contest Entities have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, expressed or implied, in fact or in law, relative to any prize (any written warranty by the manufacturer concerning the prize will be provided along with the prize). Neither Contest Entities nor any service providers are responsible for incorrect or inaccurate transcription of Entry information, or for any human, technical, or other error or malfunction related to or resulting from participation in this Contest. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE, TAMPER WITH THE ENTRY PROCESS, OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW. Failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If for any reason the Contest is not capable of being executed as planned, or infection by computer virus, bugs, tampering, unauthorized intervention, fraud, harassment, action of Entrants, technical failures, or any other causes which in the opinion of Sponsor, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsor reserves the right at its sole discretion to disqualify any suspect Entry or Entrant and/or to cancel, terminate, modify, or suspend the Contest. In the event of any cancellation, termination, or suspension, notice thereof will be posted. If the Sponsor decides to reconvene the Contest after a suspension, the determination of the prize winner will be made, from among all eligible, non-suspect Entries received as of the date of the suspension, based on the judging criteria. Entries not complying with all rules are subject to disqualification. Normal internet access and/or mobile device usage charges imposed by your internet or mobile service provider will apply.

Your Entry must not infringe the intellectual property rights of any third party. This includes the use of third party trademarks, images and/or copyright. By submitting your Entry, you warrant that the work comprising the Entry was created by you. Your Entry shall not comprise of anything which is obscene or vulgar, offensive, abusive, harmful, threatening, libelous, defamatory, invasive of another's privacy, sexually or racially or ethically or religiously insulting, harassing, abusive, profane or otherwise unlawful. All Entries will be screened by ARTS THREAD and ARTS THREAD reserves the right, at its sole discretion, to remove and/or disqualify any Entry from which it believes is in breach of this clause, or any of the provisions of these Terms and Conditions.

You agree that all rights to the work product prepared in connection with this contest (“Work Product,”), as well as all intellectual property rights in relation to such Work Product shall be and shall remain the sole and exclusive property of Avery Dennison.

Without limiting the foregoing, for good and valuable consideration, receipt of which is hereby acknowledged, you hereby assign and transfer to Avery Dennison, its successors and assigns, absolutely and forever, all right, title and interest, throughout the world in and to the Work Product, including but not limited to the copyright therein, in each country of the world.

Should Avery Dennison decide to further use the Work Product or offer the Work Product to any of its customers, you agree that in consideration for the opportunities provided by Avery Dennison and for a royalty to be agreed, to the extent such Work Product is not fully and irrevocably transferred to Avery Dennison, you hereby waive any and all claims that you may have now or in the future regardless of the manner, medium or use made by Avery Dennison of the Work Product.

By submitting your Entry, you warrant that you shall procure the necessary consents, licenses, releases and other such authorisations from any third party (including without limitation any models or members of the public) that may form part of your Entry.

PRIVACY:

Sponsor respects your right to privacy. Personal information collected from Entrants will only be used by the Sponsor and its agents to administer the Contest and in any other way disclosed to the Entrant. By submitting an Entry, Entrants agree to the processing of their personal data by Sponsor for the administration of the Contest. For more information regarding Sponsor’s general manner of collection, use, and disclosure of personal information, please see Avery Dennison’s Graphics Solutions’ privacy policy at <http://graphics.averydennison.com/en/home/legal-and-privacy.html>. To the extent there is any conflict between these Rules and the online privacy policy, the terms of these Rules shall prevail.

DISPUTES:

Entrants agree that (a) any and all disputes, claims, and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Lake County, OH; (b) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest but in no event attorneys’ fees; and (c) under no circumstances will Entrants be permitted to obtain awards for, and Entrant hereby waives all rights to, claim punitive, incidental, consequential, and any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, Entrant’s rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, and all disputes arising out of or related to the Contest, shall be governed by, and construed in accordance with, the laws of the state of Ohio without giving effect to any choice of law or conflict of law rules (whether of Ohio or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than Ohio.

SPONSOR:

The Contest is sponsored by Avery Dennison Corporation, 8080 Norton Parkway, Mentor, OH 44060. The Contest is in no way sponsored, endorsed, administered by, or associated with INSTAGRAM® or FACEBOOK®. The information you provide will only be used as outlined herein.