

The Great American **NO BULL** Challenge

Contest Guidelines

2014/15 Official Contest Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

BE SURE TO CAREFULLY READ THESE OFFICIAL RULES AS BY ENTERING YOU WILL BE BOUND BY THEM.

THE GREAT AMERICAN NO BULL CHALLENGE IS BROUGHT TO YOU BY THE CYBER SAFETY ACADEMY TO PROMOTE THEIR ONGOING COMMITMENT TO CYBER SAFETY AND DIGITAL RESPONSIBILITY IN AMERICA. THE CHALLENGE BEGINS SEPTEMBER 1, 2014 AT 12:00 PM (PST) AND ENDS FEBRUARY 27 AT 12:00:00 AM (PST) ("CONTEST PERIOD").

This video contest is open to middle, high school and college students from all over the world. Contestants must be between the ages of 13-23 at the time of entry. Contestants may be individuals or groups (including but not limited to middle and high schools, and youth advocacy groups). If the contestant is under 18 years of age at the time of entry, the contestant must have permission from a parent or guardian, and a signature will be required on the entry form. Contestants/submitters must also have all the necessary permissions for individuals heard and/or seen on the submitted video. The permission of the parent or guardian of each person under the age of 18 who is seen or heard in the video is also required. Contest is void where prohibited. Children of employees of The Cyber Safety Academy or The Great American NO BULL Challenge are not eligible. The Contest is subject to all applicable U.S. Federal laws and regulations. Participation constitutes contestant's full and unconditional agreement to these Official Rules, which are final and binding in all matters related to the Contest. Eligibility for a prize award is contingent upon fulfilling all requirements set forth herein.

The Contest will consist of three (3) Rounds of selection. In Round One of the Contest, students will upload their videos for public voting. In Round Two of the Contest, Nominee Entries will be selected by a panel of judges from the 25 video entries for both short film and PSA that receive the highest number of public votes during the public voting period. In Round Three of the Contest, entries in each category for both short film and PSA that have received the highest score from the panel of qualified judges will be deemed the Winning Entries in each respective category. The Nominee Entry in the Best NO BULL Documentary of the Year for both short film and PSA that has received the highest number of judge's votes in Round Three of the Contest will be deemed to be the Contest Grand Prize Winner in the respective category, pending verification. Eligible members of the public can cast one (1) vote each day for each of their favorite Entries during the public voting period (Round 1).

For public voting: A total of one (1) Entry per individual regardless of email address used; and a total of one (1) vote per individual per Entry per day regardless of email address used.

NO BULL registrants are encouraged to "like" the official Great American NO BULL Challenge and Teen Video Awards Facebook pages.

1. HOW TO ENTER THE CONTEST:

I HAVE READ, UNDERSTAND AND AGREE THAT BY ENTERING THIS CONTEST I WILL COMPLY WITH AND BE BOUND BY THESE OFFICIAL RULES. SIMILARLY, IF I AM ENTERING IN THE CAPACITY OF "EXECUTIVE PRODUCER", IN ADDITION TO MY AGREEING THAT I PERSONALLY WILL COMPLY AND BE BOUND BY THESE OFFICIAL RULES, I ALSO ACKNOWLEDGE AND AGREE THAT EACH MEMBER OF MY GROUP WILL COMPLY WITH AND BE BOUND BY THESE OFFICIAL RULES.

(A) REGISTRATION: In order to enter you must go to www.nobullchallenge.org (the "Website") and enter all of the required information requested on the Registration Form, including your name (as the Executive Producer), email address, phone number, date of birth, mailing address, the name of the teacher/advisor (if applicable) who helped create the video, teacher/advisor phone, teacher/advisor email, School/Organization name and mailing address and signed waiver. You will be asked to create a password; You must then confirm that you have read, understand and agree to be bound by these Official Rules, etc. and carefully follow the instructions to upload and submit your Contest Entry as stated in more detail in **(B)** and **(C)** below.

(B) ENTRIES: During the Entry Period, you can enter the Contest at <http://nobullchallenge.org> ("Website") by registering and submitting an original video file or webcam video 2-5 minutes in length or a 30-60 second PSA (we will allow a 5 second margin of error) (the "Entry" or "Entry Materials") on one or more issues or topics relating to digital responsibility and/or anti-bullying. For Foreign Film/PSA: All entries must be subtitled in English. Non-English entries submitted without subtitles will not be deemed eligible. All videos must include the NO BULL header before the video begins and the NO BULL footer after the video ends, the header/footer have been provided on the Website for easy download/upload in many different formats to fit your editing needs. All videos without header/footers will not be deemed eligible. The person uploading the Entry will be deemed the entrant (the "Entrant" and "Executive Producer") Executive Producers must be between the ages of 13-23 and a middle, high school and college student.

By submitting an Entry, you attest that you have made all those depicted in the Entry aware that you are entering a video in the Contest and all depicted have agreed that you may submit such video. You must obtain signed release forms from each person (or you/parent/legal guardian of any minor under 18 years of age) appearing in your Entry. A Release Form is available on <http://nobullchallenge.org> as a printable PDF file (requires free Adobe Reader software.) Email or fax us your completed release forms to: melissa@nobullchallenge.org or 925.462.8888. You may be required, in Sponsor's sole discretion, to provide a copy of the signed Release Forms from each person appearing in your Entry to Sponsor upon request.

By entering, you understand that your Entry in its entirety or portion thereof may (in Sponsor's sole discretion) be posted on the Website, television and/or other Sponsor-selected media. All Entries must be completed, submitted and received by 12:00:00 a.m. PST on February 27, 2015, to be eligible for voting and judging. Limit (1) entry per person. Normal Internet access and usage charges imposed by Entrants' online service will apply.

NO BULL requires all entries to include a "header" and "footer" on all video submissions. Doing this will identify your short film or PSA as a "NO BULL" video.

- 1) **Download both the header and footer from the website**
(We have offered many different formats in case there are any discrepancies)
- 2) **Upload both the header and footer to your project using whatever editing software you have**
- 3) **Add the header to the very beginning of your video (nothing should be before it) and add the footer to the very end of your project (nothing should be after it)**

*If you have any questions or concerns about adding the header or footer, please send a message to NO BULL Nation's Facebook page <http://facebook.com/NOBULLNation>, or send an email to melissa@nobullchallenge.org

Accepted file extensions for video: AVI, MOV, WMV, MP4, MPEG, FLV, 3GP and 3G2. Submissions can be easily uploaded from your computer, (MAC and PC), smart phone or YouTube.

You can only submit (1) entry per Executive Producer, and each Executive Producer can only submit (1) video. *Your video cannot be posted under different Executive Producer names.*

To enter, access the website during the Contest Period, **complete the official entry form**, and submit the video or PSA as directed. You will need a parent or guardian's knowledge and consent to enter The Great American NO BULL Challenge. Email the form to melissa@nobullchallenge.org or fax them to: 925.462.8888. You may also mail your forms to: Sarah Flores, The Great American NO BULL Challenge, 6600 Koll Center Parkway, Suite 100, Pleasanton, CA 94566.

Videos must be submitted no later than **12:00 AM Pacific Time on 2/27/2015**. Entries become the property of Sponsors and will not be returned. If you become one of the nominees, we will ask for your movie on a DVD or flash drive so the quality is at its fullest.

(C) POSTING ON WEBSITE: After your Entry has been submitted and received, you will receive an email confirming receipt of your Entry and notification that it is being initially reviewed prior to posting on the Website. Within 24 - 72 business hours after an Entry's initial review, it may be posted for public viewing and voting. The initial review and posting of an Entry on the Website does not constitute Sponsor's or its representative's decision or agreement that the Entry is in compliance with these Official Rules and Sponsor reserves the right to remove the Entry's posting and disqualify the Entry at any such time that Sponsor determines the Entry or any Group Member does not comply with these Official Rules.

REVIEW YOUR ENTRY PRIOR TO SUBMITTING IT; ONCE YOU HAVE SUBMITTED YOUR ENTRY, YOU MAY NOT MAKE ANY CHANGES, EDITS OR MODIFICATIONS TO IT.

2. VOTING AND JUDGING RULES:

- ★ **PUBLIC VOTING – ROUND 1:** Will be open to the public beginning at 12:01 AM Pacific Time on 3/9/15 and ending at 11:59 PM Pacific Time on 3/16/15 at the website, www.nobullchallenge.org and on Facebook, www.facebook.com/NOBULLChallenge. **All voters must first register through the website, www.nobullchallenge.org before they can begin voting.** During the voting period, the public will be invited to vote online for their favorite video. Limit one (1) vote per person, per day, for the entire voting period. To vote, you will go to your favorite video(s) and click on "Love it", this will cast your daily vote for your favorite video(s). Votes received from the same person or email address after the first vote received from that person or email address on any given day will be void. Votes generated by script, macro and other automated means or with the intent to impair the integrity of the voting process will be void. NO BULL Challenge teams are prohibited from obtaining votes by any fraudulent or inappropriate means, including, without limitation, offering prizes or other inducements to members of the public, as determined by Sponsor in its sole discretion. Subject to the verification of eligibility and full compliance with these Official Rules, the NO BULL Challenge production team that receives the highest number of valid votes, as determined by Sponsor, will be deemed eligible to move on to round 2 of the voting period. The top 50 NO BULL Challenge videos for both short film and PSA that receive the highest number of public votes will be eligible to become a nominee and a winner.

- ★ During the public voting period, any individual meeting the eligibility requirements stated in Rule 1 who has successfully registered to participate in the Challenge ("eligible registrant") above may cast a total of one (1) vote each calendar day for his/her favorite Entry(ies) regardless of the email address used, after viewing the posted Entries and following the voting instructions. Voters should take the following factors into consideration when voting for their favorite Entries: originality; creativity; inspirational quality and suitability to theme. NOTE: Limit: A voter is limited to a total of one (1) vote each calendar day for each of his/her favorite Entries. A total of twenty-five (25) Video Entries will be selected for both short film and PSA.

- ★ The twenty-five (25) Video Entries Selected by Public Voting: The 25 Video Entries for both short film and PSA that have the highest number of eligible votes as determined by public voting during the public voting period will be deemed to be the twenty-five (25) Video Entries for both short film and PSA eligible to become one of the Nominee Entries who will be selected by a panel of judges.

- ★ Here are some tips to market your video to the masses:
 - ✓ Use social media to your advantage – all of it, including YouTube. Get more followers and broadcast your cause and your call to action “need for votes”
 - ✓ Find bloggers that can help you post your video and get the word out – it’s a great cause and I am confident almost anyone you ask will help you. Think small and big. One of our students went to a parenting blogger on Huffington Post, and it worked!
 - ✓ Hang flyers about your cause, your video and that you need their support at all of the local businesses downtown
 - ✓ Pass out flyers in front of the grocery store or a popular place those parents frequent. They are great supporters of bullying prevention for teens
 - ✓ Have your administration make morning announcements in your schools.
 - ✓ Hold assemblies at your neighborhood elementary, middle and high schools, show your video, then hand out the information about how to vote for you
 - ✓ Contact your local radio station and ask if they will broadcast your cause. Come up with a slogan, and at the end, your call to action is Vote for Us!
 - ✓ Contact Facebook and Twitter (the safety divisions) and ask them to post your videos. This will bring a much larger audience
 - ✓ Ask your parents to help. Work, friends, family, etc.
 - ✓ Get the organizations your involved in to help push the vote out in your state, and nationally. 4H did this for one of their members. They sent it out in their newsletters and via social media posts
 - ✓ Take an ad out in your local newspaper. We’re a non-profit, and you have a great cause (Stop Bullying!) so many students successfully did this this year, at no cost to them. Same with the radio

Qualified individuals from The Great American NO BULL Challenge Sponsors, Advisory Council, Individual Special Invitations and Selected Individuals will judge video entries on the basis of concept, idea, effectiveness and creativity of the message and the level of cyberbullying prevention messages that are contained in the video. The judges will select nominees, which will then be posted on the NO BULL Challenge Website and the NO BULL Challenge Facebook site. Sponsor and its agencies disclaim any and all liability in conjunction with the posting of nominee videos, including but not limited to the quality of nominee videos as posted or the positioning of nominee videos on the NO BULL Challenge website (or elsewhere). Those selected, as nominees will be notified via email.

NOMINEES SELECTED BY PANEL OF QUALIFIED JUDGES – ROUND 2: Nominee Entries will be selected by a panel of judges qualified who will judge each Entry based on the following criteria: concept/idea (25%); effectiveness and creativity of the message (25%); and level of digital responsibility/anti-bullying messages as evidenced in video (50%), collectively the judging Criteria.

On or about April 16, 2015 the Nominees will be announced and posted on the Website, subject to verification of compliance with these Official Rules.

WINNERS SELECTED BY PANEL OF QUALIFIED JUDGES – ROUND 3: Category voting will be open to the judges’ panel beginning on or around April 16, 2015. Category winners will be selected by a panel of qualified judges and announced live at the NO BULL Teen Video Awards show.

The Executive Producer of the winning entries will be notified on or about August 8, 2015 live at the NO BULL Teen Video Awards, subject to verification of compliance with the Great American NO BULL Challenge Official Rules.

Sponsor’s and judge’s decisions are final and binding on all matters relating to this Contest.

3. ENTRY CONTENT & REQUIREMENTS APPLICABLE TO ENTRIES:

(A) REFERENCE TO THIRD PARTIES: The Entry may not, either explicitly or implicitly, name, identify, refer or allude to the names or likeness (es) of any third parties unless you or a Group Member has secured the express written permission for the use of their names, identities, etc. in the Entry from such individual(s) or the individual's legal representative(s) and you are able to provide Sponsor with such written permission upon Sponsor's request. If any such third parties are minors in their state of residence and neither you nor a Group Member are their parent or legal guardian, you must have the express written permission for such usage in the Entry from the minor's parent, legal guardian or legal representative and be able to provide Sponsor with such written permission upon Sponsor's request.

(B) PROPRIETY OF ENTRY CONTENT: WITH THE EXCEPTION OF SPONSOR, ITS LOGOS AND BRANDS, AN ENTRY must not mention, show, depict, refer or otherwise allude to the name or logo of any manufacturer, brand, product, person, company, entity or character nor may it contain, mention, refer or otherwise allude to any obscene, lewd, violent, illegal, offensive, disparaging or inappropriate words, abbreviations, language, signs, symbols, political, personal and/or religious references or statements, (including but not limited to words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation or socioeconomic group). Additionally, an Entry must not promote alcohol, illegal drugs or tobacco (or the use of any of the foregoing), any violent or otherwise inappropriate behavior, or in any way reflect negatively upon the Sponsor or Sponsor's products as determined by Sponsor in its sole discretion. As stated previously, the posting of an Entry on the any website connected with this Promotion does not mean the Entry has been deemed to be in compliance with these Official Rules. Sponsor reserves the right at any time during the Contest to remove the posting of an Entry that Sponsor determines, in its sole discretion, does not comply with these Official Rules or that otherwise contains prohibited or inappropriate content and in the event of such removal, the Entry will be disqualified and will not be eligible to compete for or to receive any Contest Prize.

(C) REPRESENTATIONS/WARRANTIES AS CONDITIONS OF ENTRY: By registering, uploading and submitting an Entry, the following representations and warranties are made by you individually, or if you are a Group Representative (Executive Producer), both individually and on behalf of each Group Member, that: (i) each of you have/has the legal capacity to enter this Contest; (ii) you own all rights and title to the Entry and the Entry, is solely your own or a Group Member's original work; (iii) the Entry does not infringe the intellectual property, privacy, publicity rights or any other legal or moral rights of any third party; (iv) the Entry has not won previous contests or awards and (v) you have obtained permission from each person who has in any way participated in or whose efforts have in any way contributed to the creation of or is named, mentioned, identified, referred or alluded to, or performs in the Entry and that such person(s) have granted you all necessary rights regarding use of the Entry, additionally, and you can and will make written copies of such written permissions available to the Sponsor upon request.

(D) GRANTS/WAIVERS: By submitting an Entry for the opportunity to win this Contest, as applicable, you individually and on behalf of each of your fellow Group Members, if applicable, irrevocably grant Sponsor, The Great American NO BULL Challenge and their affiliates, legal representatives, assigns, subsidiaries, agents and licensees, an assignment of all the rights, title and interest in the Entry that you possess and the unconditional, unlimited and perpetual right and permission to copy, transmit, publish, post, broadcast, display, adapt, exhibit, reproduce, encode, store, and/or otherwise use, reuse, or not use the Entry or any portion of the Entry, as edited/modified in any way by the Sponsor, in its sole discretion in this Contest in any and all media without limitation, worldwide and throughout perpetuity, without additional compensation, notice to, or approval from you or any of Group Members.

AS APPLICABLE, YOU OR YOU AS THE EXECUTIVE PRODUCER ON BEHALF OF EACH OF YOUR GROUP MEMBERS, REPRESENT, UNDERSTAND AND ACKNOWLEDGE THAT YOU WILL NOT BE PAID FOR OR RECEIVE ANY FORM OF COMPENSATION OR ROYALTY FROM SPONSOR & OTHERS IN EXCHANGE FOR GRANTING SPONSOR THESE RIGHTS OR FOR ANY SUBSEQUENT USE OF SUCH ENTRY OR PORTION OF IT BY SPONSORS OR THE GREAT AMERICAN NO BULL CHALLENGE, INCLUDING THE GREAT AMERICAN NO BULL CHALLENGE'S SUBSIDIARIES AND PARTNERS, REGARDLESS OF SUCH USE OTHER THAN ANY PRIZE THAT MAY BE AWARDED AND RECOGNITION ACCORDED TO YOU, AND YOUR GROUP MEMBERS AS A CONTEST WINNER.

You, both, individually and as applicable, on behalf of your Group Members, hereby waive all intellectual property rights, privacy/publicity rights or other legal or moral rights that might limit or preclude Sponsor's use of your Entry and agree not to sue or assert any claim against Sponsor & Others arising out of or connected to the use or re-use of the Entry, a portion thereof or your participation in this Contest.

(E) INDEMNIFICATION/RELEASE: By submitting your Entry, you, individually, or as an Executive Producer, on behalf of each of your Group Members, agree to indemnify and hold all Sponsors, Campaign Partners, and Subsidiaries and Others harmless from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted by any third party against any of them due to or arising out of your Entry or any portion of it, you're and, as applicable, your Group Members' conduct in creating the Entry or other actions in connection with this Contest, including but not limited to claims for trademark infringement, copyright infringement; work product, violation of an individual's right of publicity or right of privacy; or defamation. You, both individually and on behalf of your Group Members if you are an Executive Producer and Group Representative, further agree to release and hold harmless Sponsors, Campaign Partners, Subsidiaries & Others from any and all claims that any advertising or other materials subsequently produced, presented, and/or prepared by or on behalf of Sponsor infringes your rights with regard to the Entry or any portion thereof.

4. WINNERS & RECOGNITION:

Nominees will be identified and notified prior to the date of public announcement and promotion of winners. All winning videos will be featured on www.nobullchallenge.org and via social media channels, including, but not limited to Facebook, Twitter and YouTube pages. Refer to the prize page for official prizes at: <http://nobullchallenge.org/prizes>

(A) PRIZES MAY NOT BE TRANSFERRED: All prizes are awarded to the Executive Producer of the winning video. No cash or other substitution may be given for a prize, except Sponsor reserves right in its sole discretion to make a substitution, in whole or in part, for a prize of comparable or greater value. Winners are solely responsible for all taxes on a prize and any expenses not specified relating to the acceptance and use of a prize. An IRS Form 1099 will be issued to U.S. winners. Determination as to whether a school is properly accredited and/or a winner is properly enrolled in a school shall be made by Sponsor in its sole discretion; and winners will be responsible for promptly providing any documentation relating thereto requested by Sponsor. Sponsor reserves the right to contact school directly.

A traceable form of delivery and e-mail or telephone will notify nominees. Each nominee will be required to provide within a specified time period a photocopy of a valid student ID or driver's license, evidence satisfactory to Sponsor of enrollment as a student (in accredited middle or high school), a completed and signed Affidavit of Eligibility and Liability Release and (except where prohibited) a Publicity Release and, as determined by Sponsor, an assignment or license to Sponsor of all rights of ownership and copyright to the submitted video and a consent for the Sponsor to use the video, in whole or in part and as edited by Sponsor, in all media for educational, commercial and other uses without additional compensation to or prior review by nominee or winners. In addition, a separate Talent Release Form (downloaded from the NO BULL Challenge website during your video registration process) signed by each individual appearing in the video will be required to be submitted. Failure to return the required documents in a timely way, or the return of any notification as undeliverable for any reason, will cause the entry to be void and an alternate nominee to be selected. If a nominee (or any individual appearing in a video) is a minor, all relevant documents must be confirmed, ratified and signed by the parent or legal guardian of the individual signing the document(s). You may send signed forms to Sarah Flores, The Great American NO BULL Challenge, 6600 Koll Center Parkway, Suite 100, Pleasanton, CA 94566 or by fax to: 925.462.8888.

5. LIMITATIONS OF LIABILITY/RELEASE/INTERNET:

(A) NO LIABILITY OR RESPONSIBILITY IS ASSUMED BY SPONSOR, JUDGES, CAMPAIGN PARTNERS, SUBSIDIARIES & OTHERS: Resulting from any user's participation in or attempt to participate in the Promotion or his/her ability or inability to upload or download any information or material in connection with participating in the Promotion. No responsibility or liability is assumed by Sponsors, Judges, Campaign Partners, Subsidiaries & Others, and you hereby agree to release and discharge Sponsors, Judges, Campaign Partners, Subsidiaries & Others for all such responsibility and liability, for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Promotion: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any e-mail transmissions to be sent or received; lost, late, delayed or intercepted e-mail transmissions; inaccessibility of the Website in whole or in part for any reason; traffic congestion on the Internet or the Website; unauthorized human or non-human intervention of the operation of the Promotion, including without limitation, unauthorized tampering, hacking, theft, viruses, bugs, worms; or destruction of any aspect of the Promotion, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Promotion. Sponsors, Judges & Others are not responsible for any typographical errors in these Official Rules, Promotion materials or the announcement of Prizes, or any inaccurate or incorrect data contained in the Website. The use of any robotic, automatic, macro, programmed, third party or like methods in this Promotion are prohibited and the use or attempted use of such will void any attempted participation effected by such methods, may result in the cancellation, termination, or modification of the Promotion and the disqualification of the individual utilizing the same.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Use of the Website is at user's own risk. Sponsors, Judges, Campaign Partners, Subsidiaries & Others are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer equipment resulting from participation in the Promotion, use of the Website or the download of any information from the Website. By participating in the Promotion, a participant releases Sponsor & Others from any and all claims, damages or liabilities arising from or relating to participation in the Promotion. By accepting a prize, Winners agree that Sponsors, Judges, Campaign Partners, Subsidiaries & Others shall not be liable for any loss or injury resulting from participation in the Promotion, or acceptance or use of any Prize or Prize-related activity whether or not hosted by Sponsors. Sponsors, Judges, Campaign Partners, Subsidiaries & Others are not liable in the event that any portion of the Promotion is cancelled due to weather, fire, strike, acts of war or terrorism, any "Force Majeure Event", or any other condition beyond its reasonable control. If for any reason the Promotion, in Sponsor's sole judgment, is not capable of running as planned, including without limitation, infection by computer viruses, bugs, tampering,

unauthorized intervention, fraud, technical failures, actions by third parties, or any other causes which may affect the administration, operation, security, fairness, integrity or proper conduct of the Promotion, Sponsor reserves the right, at its sole discretion to cancel, modify or terminate the Promotion or any portion of it and proceed in a manner it deems fair and reasonable. Sponsor specifically reserves the right to change or modify the Official Rules as it deems necessary to ensure the proper and intended operation of the Promotion. Further, Sponsor reserves the right, at its sole discretion, to disqualify any individual deemed to be (a) tampering or attempting to tamper with the entry or voting process or the operation of the Promotion; (b) violating the Official Rules; or (c) acting in an unsportsmanlike or disruptive manner or with intent to annoy, abuse, threaten or harass any other person. Additionally, Sponsor reserves the right, at its sole discretion, to disqualify any votes it deems to be irregular votes or votes cast in violation of either the wording and/or intent of these Official Rules and to disqualify any individual, Executive Producer, Group or Group Member, if it believes to have acted in violation of these Official Rules herein.

(B) PRIVACY POLICY: Any personally identifiable information collected during an entrant's participation in this Promotion will be collected by Sponsors, Campaign Partners and its subsidiaries and used by Sponsor, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules and in accordance with Sponsor's Privacy Policy as such is stated at <http://nobullchallenge.org/home-2/terms-conditions>.

(C) PUBLICITY RIGHTS: By accepting a Prize, in addition to the rights granted above, all Winners agree to allow Sponsors, Judges, Campaign Partners Subsidiaries and Others and/or Sponsor's designee the perpetual right to use their name, photograph, likeness, biographical information, Entries as applicable, for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, worldwide, including but not limited to the Internet, without notice, review or approval and without additional compensation except where prohibited by law.

(D) RELEASE: By participating, each participant in this Promotion agrees to indemnify and hold harmless Sponsors, Campaign Partners, Subsidiaries & Others from any and all causes of action, liabilities, suits, cross-claims or counterclaims, or any other claims arising out of or relating to any individual's participation in the Promotion and claims arising out of or relating to acceptance, receipt, possession or use/misuse of Prize(s).

(E) DISPUTE RESOLUTION AND CHOICE OF LAW: Issues concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed by the laws of the State of California. All disputes arising out of or connected with this Promotion will be resolved individually, and without resort to class action, exclusively by the United States District Court for the Northern District of California or the appropriate California State Court located in Alameda County, California. Should there be a conflict between the laws of the State of California and any other laws, the conflict will be resolved in favor of the laws of the State of California. All judgments or awards shall be limited to actual incurred out-of-pocket expenses (excluding attorneys' fees) associated with participation in this Promotion and shall not include any indirect, punitive, incidental, consequential or other damages.

(F) GENERAL: By entering this Promotion, participants agree to abide by and accept these Official Rules. Participants waive any right to claim ambiguity in these Official Rules. In no event will more prizes be awarded than are stated in these Official Rules. All federal, state and local laws and regulations apply. In the event of a dispute as to the identity of a winner based on an email address, the winning entry will be declared made by the authorized account holder of the email address submitted at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address, the interpretation of these Official Rules shall be governed by the laws of the State of California, without respect to the conflict of laws doctrine. Any and all disputes will be resolved individually, without resort to class action, exclusively before a court located in the State of California having appropriate jurisdiction. All judgments or awards shall be limited to actual incurred out-of-pocket expenses (excluding attorneys' fees) associated with participation in this Promotion and shall not include any indirect, punitive, incidental and/or consequential damages. Sponsor's decisions shall be final in all matters pertaining to this Promotion. Void where prohibited by law.

(G) BY PARTICIPATING, ENTRANTS (IF A MINOR, HIS/HER PARENT OR LEGAL GUARDIAN): (a) agree to these Official Rules and to the decisions of the judges and the Sponsors, Judges, Campaign Partners, Subsidiaries and its agents in all matters, including the voting process, relating to the Contest, which decisions shall be final and binding in all respects; (b) release, indemnify and hold harmless The Cyber Safety Academy, The Great American NO BULL Challenge, The NO BULL Teen Video Awards, Campaign Partners and their respective parent and affiliated companies, and their respective Producers, officers and employees, from any and all claims, liabilities, losses or damages of any kind whatsoever (including but not limited to the infringement of intellectual property or other rights of third parties or any liability as to failure of Sponsor, Campaign Partners, Judges, Subsidiaries or its monitoring committee/agents to screen or monitor nominees' videos prior to posting online) resulting in whole or in part from their participation in the Contest and the acceptance and use of any prize; (c) if a winner, consent (except where prohibited by law) to the use of their name, likeness and location for advertising and publicity purposes by Sponsors, Judges, Campaign Partners or Subsidiaries, in its sole discretion, of its products and services and for promotion of cyberbullying prevention; and (d) represent that the video submitted is their sole and original work and does not infringe the intellectual property right of any other party. Participants (if a minor, his/her parent or legal guardian) agree that Sponsors, Judges, Campaign Partners, Subsidiaries, Others and its agents are not responsible for late, lost or misdirected entries or mail, or for error, omission, interruption, deletion, defect, delay in transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, computer,

hardware or software malfunctions of any kind, or inaccurate transmission of, or failure of Sponsor and its agents to receive entries for any reason whatsoever or for any errors, mishaps or problems, regardless of the cause, in the voting process. In the event Sponsors, Judges, Campaign Partners, Subsidiaries or agent determines that the integrity of the Contest has been impaired or corrupted for any reason and as a result cannot be offered or completed as planned, Sponsor (subject to any governmental approval that may be required) reserves the right in its sole discretion to cancel or terminate the Contest and to select nominees from among eligible entrants legitimately received prior to the event causing cancellation or termination or otherwise in a manner determined by Sponsor in its sole discretion to be fair, appropriate and consistent with these Official Rules; and notice of cancellation will be posted at www.nobullchallenge.org. Should the Sponsors, Judges, Campaign Partners and judges, in their sole discretion, determine that there are insufficient entries worthy of being selected as a nominee, and in such event the dollar value of the nominee prizes not awarded shall be applied by Sponsor to the promotion of digital responsibility and bullying prevention among middle, high school and college students, ages 13-23. The Contest shall be governed by and interpreted under the internal laws of the State of California (that is, excluding choice-of-law/conflict-of-law principles) for the contest in the United States and any legal action concerning the Contest in the USA shall be brought only in a state or federal court located in Alameda County, California. In all circumstances, a legal action must be brought individually, NOT as part of a class action and the participant (if a minor, the participant and/or his/her parent or legal guardian) will only be able to recover his/her actual out-of-pocket costs (if any) in conjunction with participation in the Contest and expressly waives any right to all other damages (including but not limited to compensatory, incidental, consequential or punitive damages).

To obtain a copy of the official rules or for a list of nominees and final winners mail a self-addressed envelope to The Great American NO BULL Challenge, at 6600 Koll Center Parkway, Suite 100, Pleasanton, California 94566. Please mark envelope "official rules" or "winners list."

SPONSORS: The Cyber Safety Academy, The Great American NO BULL Challenge, The NO BULL Teen Video Awards and their successors and/or assigns, 6600 Koll Center Parkway, Suite 100, Pleasanton, California, 94566.

The Great American NO BULL Challenge is a 501c3 Organization.

***The Great American NO BULL Challenge has the right to make changes to the contest, its rules and guideline terms at any time. You understand we may update these terms from time to time without giving any notice. Any new features or updated information that we put on the site will be subject to these terms.**