

Learn the Link Official Contest Rules

The Learn the Link Contest will be coordinated, managed, and implemented by the Hepatitis B Foundation (HBF). The participants of the Learn the Link Contest (“Participants”) are required to read, review, understand and agree to the Official Contest Rules stated herein. Use of the words "you" or "your" may be referring herein to both individual Participants and collectively to the group of Participants or company on whose behalf the Participant has entered the Learn the Link Contest.

1. Participation & Eligibility

- a) Each Participant must designate one contact person who must have a valid email account in order to qualify.
- b) By entering, you agree to be bound by the decisions of the judges, to be bound by these Official Contest Rules, and to comply with all federal, state, and local laws and regulations.
- c) HBF will not be responsible for lost, late, misdirected, or damaged entries, or for Internet, computer hardware and software, phone, and/or any other technical errors, malfunctions, or delays.
- d) Entries which are incomplete, illegible, inaccurate, forged, irregular in any way, or otherwise not in compliance with these Official Contest Rules will be disqualified.
- e) If two or more Participants enter jointly, or a company enters, the group of Participants or entity (as the case may be) must designate one individual as its or their contact.
- f) All Participants must be at least 18 years of age.
- g) Employees of HBF and immediate family of HBF employees can participate in the contest, but are not eligible for related prizes.

2. Submissions

- a) Each submission must be original and created entirely by Participant.
- b) Submissions may include materials which are in the public domain or for which you have obtained the prior written permission or clearance of the owner.
- c) Submissions and all elements contained therein, including, but not limited to, names, voices, signatures, photographs, images, likenesses, identities, persons, materials (including music, animation, still art, imagery, statements, and programs), discoveries, inventions, products, computer programs/files, procedures, improvements, developments, drawings, sketches, design data, designs, specifications, equipment/drawing lists, layouts, presentations, technical and scientific information, notebooks, modeling, renderings, diagrams, layouts,

submissions, recommendations, findings, artwork, photographs, negatives, all preliminary or other copies thereof; all versions of all negatives, plates, dyes, molds, prints, paintings, sketches, etchings, drawings, videos and elements therein in any media now known or hereafter devised, in perpetuity, wherever produced or located; and any other materials, made, authored, conceived, or developed by Participants ("**Content**") must not incorporate or include anything that violates or infringes any law or the copyright, trademark, patent, intellectual property rights, publicity right, privacy right, or any other right of any third party. The Content shall not list, mention, incorporate, imply or suggest specific private business entity or commercial product in any form.

- d) HBF will require sufficient written documentation to establish that you have properly obtained lawful consent, authorization, permission or release required to incorporate Content used in your submission or that the same are in the public domain. HBF may, at its sole and exclusive discretion, disqualify any submission it believes incorporates any Content without obtaining required lawful consent, authorization, permission or release or are not otherwise in the public domain.
- e) Content that is lewd, obscene, sexually explicit, pornographic, disparaging, defamatory, libelous, or that otherwise contain inappropriate content or objectionable material may not be submitted and may be removed at any time in HBF's sole and unfettered discretion.
- f) The Content must not contain any personally identifiable information of any person other than yourself. Should you include personally identifiable information about yourself in your Content, you acknowledge and agree that such information will be disclosed publicly and you are solely responsible for any consequences thereof.
- g) ANY ENTRY THAT DOES NOT SATISFY ALL REQUIREMENTS OF THESE OFFICIAL CONTEST RULES WILL BE DISQUALIFIED.

3. Use of Participant Submission and Personal Information

By submitting an entry to the Learn the Link Contest, Participant hereby represents and warrants that:

- a) If you are the designated person for a group of Participants or company that has entered this Learn the Link Contest, you are authorized to make representations and warranties on behalf of the group or the company, and the company or you or the group of Participants (as the case may be), will be jointly and severally

liable for any breach of these representations and warranties or failure to comply with the Official Contest Rules.

- b) Your entry to the Learn the Link Contest and Content is original and, to the extent the Content incorporates or includes anything that is owned or controlled by any third party, you have obtained in writing all rights, consents, approvals, authorizations, permissions, releases and licenses necessary to comply with the Official Rules of this Contest; and, that the Content or any element thereof does not violate any copyright, trademark, publicity right, or any other right of any third party.
- c) You agree that your entry and Content if chosen as the Grand Prize Winner or a Finalist (such terms as defined herein) shall be, and shall remain at all times during and after expiration or early termination of this Agreement, the sole property of HBF, whether considered "works made for hire" under the United States Copyright Revision Act of 1976, as amended or otherwise. Otherwise, if your entry, Content or any element thereof is considered not to be a "work made for hire," you hereby unconditionally and irrevocably assign, grant and convey to HBF all rights, title and interest in and to the Content (including all intellectual property rights related thereto and the right to use, copy, reproduce, modify, disseminate, distribute, perform and display the Content in any and all media whether now known or hereafter devised, in perpetuity, wherever produced or located, for advertising, trade or other commercial purpose or otherwise), whether such Content is now or hereafter existing without any restriction by notice to or consent of HBF, Participant or any third party. HBF shall have the sole right to obtain and to hold in its own name copyrights, patents, mask work rights, trademark registration, or other legal protection as may be appropriate to such Content and any deviations thereof.
- d) You meet the requirements and qualifications for this Learn the Link Contest, and that you have read these Official Contest Rules and are fully familiar with them.
- e) You agree (and if you are the designated contact person for a group of Participants or a company, agree as an authorized agent on behalf of that group of Participants or company) to indemnify, and hold HBF, their officers, directors, employees, contractors, agents and representatives ("**Indemnitees**") harmless from and against any third party claim (including reasonable attorneys' fees and costs) arising from any use of the Content. You waive (i) any right to publicity, privacy or moral rights relating to the Content or your participation in this Learn the Link Contest, and (ii) any right to inspect or approve uses of the Content or to be compensated for any such uses. To the extent these rights may not be waived legally, you agree not to assert them.

- f) By submitting an entry, you grant to HBF and their affiliated organizations the right, except where prohibited by law, to use your submission/entry for advertising and promotional purposes in promoting or publicizing the Learn the Link Contest, HBF and their mission and services, without compensation unless required by law. You shall have no right of approval, no claim to compensation, and no claim (including, without limitation, claims based on invasion of privacy, defamation, rights of integrity or attribution, or right of publicity) arising out of any use of your entry, submission, Content, name, written or oral statements. The rights granted herein shall extend to HBF and their affiliated companies and agents with respect to all Participants in the Learn the Link Contest, including the Participant who is selected as the grand prize winner, finalist, and those Participants who are not selected. HBF is under no obligation to use the winning entries or any other entry for any purpose.

4. Selection of Winners and Prizes

- a) **Finalists:** Each entry will be pre-screened to ensure that it qualifies and otherwise complies with the Official Contest Rules. A panel of judges will evaluate each qualifying submission and score it based on five criteria: originality, creativity, concept, information, and overall presentation. The entries will be judged by an expert panel which will determine the three finalists.
- b) Selected finalists will be announced through official HBF social media on May 1, 2025. One **Grand Prize Winner** will be determined through user voting on HBF's official Facebook page. Online voting will open on April 14, 2025. Online voting will close at 11:59pm on April 25, 2025.
- c) **Grand Prize Winner:** The Grand Prize winner will be notified by email of their selection. The winning submission will be revealed to the public on May 1, 2025, to kick off Hepatitis Awareness Month.
- d) Finalists will receive email notice by April 28, 2025. The email will be sent to the email address provided by Participant in the submission process. The Prize Notice will also contain an Affidavit of Eligibility, a Waiver and Release, and, except where prohibited, a Publicity Release. Participants will have five (5) calendar days from the date stated on the prize notice to respond with acceptance of the Prize and the completed Affidavit of Eligibility, Waiver and Release, and, except where prohibited, Publicity Release. If the Participant fails to respond within five (5) calendar days the prize will be forfeited, the Submission disqualified, and another Submission will be selected.
- e) Prize Money. (i) The Grand Prize winner will receive One Hundred Dollars (USD \$100). (ii) The Finalists will each receive Fifty Dollars (USD \$50). Prizes must be accepted as awarded and no cash equivalent is available. The prizes are neither refundable nor

transferable. Prizes will only be awarded to the Participant whose full name and valid email address appears on the submission form. Please allow four weeks to receive the prize from the date of being declared the winner in accordance with the Official Contest Rules.

- f) At the sole discretion of HBF, the winner's submission (or any other submission in the Learn the Link Contest by any Participant) may be used as part of any informational, public relations, or media campaign by HBF (in performance of its Services under the Agreement), whether broadcast on television, online, or otherwise. No compensation will be provided to winner or any other Participant in the event an entry is selected for broadcast.
- g) By accepting the prizes, each "Prize Winner" releases and discharges HBF, its affiliated companies and its respective parents, subsidiaries, affiliates, advertising and promotion agencies, and all their respective employees, officers, directors, representatives, and agents from any liability or damage due, in whole or in part, to the award, acceptance, possession, use or misuse of any prize, or from participation in this Learn the Link Contest.
- h) If, for reasons beyond HBF's control (including, but not limited to, tampering or computer virus infection), the Learn the Link Contest cannot be conducted as originally planned, HBF at its sole discretion, reserve the right to cancel or modify the Learn the Link Contest, without liability to the Participant.
- i) Any Participant (including groups of Participants or company) attempting to defraud or in any way tamper with this Learn the Link Contest (whether electronically or otherwise) and any Participant (including groups of Participants or company) who does not comply with these Official Contest Rules, will be ineligible for any prize and may be prosecuted to the full extent of the law.

5. Issues of Law

- a) Taxes. ALL FEDERAL, STATE, AND LOCAL TAXES RELATING TO PARTICIPATION IN THIS CONTEST OR THE AWARDING OF THE PRIZES ARE THE RESPONSIBILITY OF THE FINALISTS AND/OR PRIZE WINNERS.
- b) Governing Law. All federal, state, and local laws and regulations are applicable. The laws of the State of Pennsylvania shall govern the Learn the Link Contest, and its construction, including, all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Contest Rules, Participant's rights and obligations, or the rights and obligations of HBF in connection with the Learn the Link Contest, notwithstanding Pennsylvania's or any other jurisdiction's choice of law principles. All disputes shall be resolved exclusively by the Courts of the State of Pennsylvania or by Federal District Courts sitting in the Southeastern District of the State of Pennsylvania;

and each Participant and HBF irrevocably submit to the jurisdiction of any such court in any such action, suit or proceeding.

- c) Any claim or cause of action arising out of or related to this Learn the Link Contest or these Official Contest Rules must be filed by the Participant within one (1) year after such claim or cause of action arose regardless of any law to the contrary. In the event any such claim or cause of action is not filed within such one (1) year period, such claim or cause of action shall be forever barred.
- d) Severability. If any provision of these Official Contest Rules shall be held invalid, illegal, or unenforceable, such provision shall be enforced to the maximum extent permitted by law and the parties' fundamental intentions hereunder, and the remaining provisions shall not be affected or impaired; provided, however, that in such cases the parties oblige themselves to use their best efforts to achieve the purpose of the invalid provision by a new legally valid stipulation.
- e) Privacy. By participating in this Learn the Link Contest, a Participant grants to HBF the right to use his/her likeness and name, mailing address, including city of residence, telephone number and email address ("Personal Information") without further permission or compensation for the purpose of administering the Learn the Link Contest including but not limited to, contacting and announcing the winner, and acknowledges that HBF may disclose the personal information to third parties or service providers in connections with the foregoing. By accepting a prize in this Learn the Link Contest, winner grants to HBF the right to use their Personal Information including any photographs or comments for publicity and promotional purposes relating to the Learn the Link Contest without compensation or further permission, and acknowledges that HBF may disclose the personal information to third parties or service providers in connections with the foregoing.
- f) Important Disclaimers and Limitations. The information and services included in or available through HBF's website may include inaccuracies or typographical errors. Changes are periodically made to the site and to the information therein. HBF or its agents, representatives or contractors may change the site at any time.

6. Participant's Release of HBF from any and all Liability.

- a) Participants agree that HBF, its directors, officers, employees, agents, contractors, and representatives shall not be liable for, and you hereby discharge and release them from all losses or injuries of any kind resulting from: (i) acceptance/possession and/or use/misuse of prize(s); (ii) participation in the Learn the Link Contest; (iii) individual, joint, or collective technical malfunctions of the telephone network and/or transmission line, computer online system, computer dating mechanism, computer equipment, hardware, and/or software; (iv) any delay or distortion of an entry resulting from data

transmissions that are garbled, incomplete, misdirected, lost, mutilated, delayed, corrupted, mechanically duplicated, illegible, or otherwise not in compliance with these Official Contest Rules; or (v) any use or exploitation of any Content. Participants also agree that HBF is not responsible or liable for any injury or damage to any Participant or third party's computer related to or resulting from the Learn the Link Contest and/or its prizes. HBF is not liable for damage to a user's computer system (including, without limitation, any server failure or lost, delayed or corrupted data or other malfunction) due, either directly or indirectly, to any Participant's participation in the Learn the Link Contest or downloading of information in connection with the Learn the Link Contest. HBF reserves the right to modify or cancel the Learn the Link Contest in the event that any portion of any website used to administer any aspect of the Learn the Link Contest becomes technically corrupted.

7. More Information

More information can be found by emailing beatrice.zovich@hepb.org.

8. Sponsor

The Sponsor of the Learn the Link Contest is Hepatitis B Foundation, 3805 Old Easton Road, Doylestown, PA 18902.