

**Hulu *MAIDEZ Nolite T-Shirt Design Challenge Contest* (“Contest”)  
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.** THIS CONTEST IS INTENDED FOR ENTRANTS LOCATED IN THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE UNITED STATES (OR DC) AT THE TIME OF ENTRY. VOID WHERE PROHIBITED. SUBJECT TO ALL APPLICABLE FEDERAL, STATE, AND LOCAL LAWS AND REGULATIONS.

- 1. ELIGIBILITY:** To participate, you must have internet access, a valid email address and an active Facebook, account (“Account”) in order to use the Facebook services, and you must become a member of the closed Facebook group “MAIDEZ” (“Maidez Facebook Group”). See facebook.com to become a Facebook member, and then go to [www.facebook.com/groups/MaydayOnHulu](http://www.facebook.com/groups/MaydayOnHulu) to complete a brief questionnaire to request to join the Maidez Facebook Group. Requests will be accepted within twelve (12) hours after completing the questionnaire, but the deadline to complete the questionnaire and request joining the Maidez Facebook Group is August 3, 2017 at 12:00 p.m. PST. Opening and maintaining a Facebook account and joining the Maidez Facebook Group is free as of the time of publication of these Official Rules. Open to legal residents of the fifty (50) United States and the District of Columbia, who are eighteen (18) years of age or older. The following individuals are not eligible to enter or win a prize: employees, contractors, directors, and officers of Hulu, LLC (“Sponsor”), its parent, subsidiary and affiliated companies, and the web design, advertising, fulfillment, legal, judging, administrative and Contest agencies involved in the administration, development, fulfillment, and execution of this Contest (collectively, “Contest Parties”), and the immediate family members (spouse, parent, child, sibling, grandparent, and spouse or “step” of each) and those living in the same household of each such person (those persons whether related or not who live in the same residence for at least three (3) months during the twelve- (12-) month period preceding the start date of the Contest).
- 2. CONTEST PERIOD:** Contest begins on July 6, 2017 at 8:00 a.m. Pacific Standard Time (“PST”) and ends on August 3, 2017 at 11:59 p.m. PST (the “Contest Period”). The deadline to request joining the Maidez Facebook Group is August 3, 2017 at 12:00 p.m. PST. Sponsor’s server is the official clock for this Contest.
- 3. TO ENTER:** In order to enter the Contest, you must visit the Maidez Facebook Group during the Contest Period and post an original t-shirt art design inspired by “The Handmaid’s Tale” that meets all of the Entry Requirements below (each, a “Submission”) to the Maidez Challenge Facebook photo album in the Maidez Facebook Group (the “Maidez Challenge Facebook Album”). Each Submission must contain the hashtag **#MAIDEZContest**. Each eligible Submission will count as an entry (each, an “Entry” and collectively, “Entries”) into the Contest; limit five (5) Entries per person during the Contest Period. Entries received from any person in excess of this limitation and after the fifth Entry has been posted will be void. You may share your Submission via Facebook and other connected social media platforms (i.e., Twitter, Tumblr), however you will not receive additional Entries for sharing. All Entries must be received during the Contest Period to be eligible for the Contest. All Entries become the sole property of Sponsor and will not be returned. This is a skill-based contest and chance plays no part in the determination of winners.
- 4. ENTRY REQUIREMENTS.** Only Submissions that meet all the requirements of this section and otherwise comply with these Official Rules will be deemed an eligible Entry. Multiple entrants are not permitted to share an entry; each entry must be submitted by one (1) person only. Proof of submission is not proof of receipt by Sponsor. By participating, entrants agree to abide by and be bound by these Official Rules and Sponsor’s decisions, which shall be final and binding on all matters related to the Contest.

Each Entry must also comply with the below:

- a) Design Specifications\*:
  - 1) Maximum size of 12”x16”.
  - 2) File format must be .PDF, .PSD, .PNG. All files must be single layered with outlined fonts and have a transparent background.
  - 3) Resolution must be 300 DPI.

4) Designs should employ a maximum of six (6) colors including black and white and may not contain gradients. Sponsor recommends using the CMYK color space for your design.

5) Watermarks are unacceptable.

\*\*if any Entry does not initially meet these design specifications above, the Sponsor may in its discretion allow such Entry and request that the entrant submit a corrected Entry. If a corrected Entry meeting the design specifications is not received by Sponsor within three (3) days following its request, the Entry will be disqualified.

- b) The Entry may not contain any content that is lewd, obscene, sexually explicit, pornographic, disparaging, defamatory, libelous, obscene, or that otherwise contains inappropriate content or objectionable material as determined by Sponsor in its sole and unfettered discretion.
- c) Except for elements of the Entry inspired by “The Handmaid’s Tale”, the Entry must be a single work of original material, created solely by you, and must not infringe the copyright, trademark, privacy, publicity, or other intellectual rights of any person or entity.
- d) The Entry must not contain any personally identifiable information of any person other than yourself. Should you include personally identifiable information about yourself in your Entry, you acknowledge and agree that such information will be disclosed publicly and you will be solely responsible for any consequences thereof.
- e) The Entry may not have been previously published, commercialized, sold or used in any way, and may not have won previous awards.

**Automated means of entry are prohibited and any use of automated devices will cause**

**disqualification.** Use of false or multiple Facebook accounts (i.e., connected to or registered with the same email address, or with email addresses from disposable or temporary e-mail address services, or with an email forwarding service) is prohibited and any attempt to enter using such fraudulent accounts will be blocked. Only fully completed Entries are eligible. Entrants may not enter with multiple Facebook accounts nor may entrants use any other device or artifice to enter multiple times above the stated limit of five (5) Entries. Any entrant who attempts to enter using any device or artifice to enter more than the stated limit will be disqualified and forfeits any and all prizes won, in Sponsor's sole discretion. In the event of a dispute as to who submitted an Entry, the natural person associated with the Facebook and connected email account used for entry will be considered the entrant. By participating, entrants agree to abide by and be bound by these Official Rules and Sponsor's decisions.

5. **JUDGING/JUDGING CRITERIA:** Once a Submission is uploaded to the Maidez Challenge Facebook Album, it may be made available on Sponsor's social media accounts for viewing by the general public and any such posting will be deemed made at the direction of entrant. Judges reserve the right, in their sole and absolute discretion, to disqualify any Entries that are inappropriate for any reason, including without limitation for depicting or mentioning sex, violence, drugs, alcohol and/or inappropriate language. All Entries will be judged by a panel of judges that have the required knowledge and experience to apply the judging criteria. All Entries will be judged based on the following equally-weighted judging criteria:

- a) Creativity: 33.3%
- b) Suitability for T-Shirt Production: 33.3%; and
- c) Maidez Facebook Group Response & Input (i.e., number of “likes” and positive comments from members of the Maidez Facebook Group): 33.3%

One (1) Entry will be selected by the judges from among all Entries received during the Contest Period.

6. **PRIZES AND APPROXIMATE RETAIL VALUES (“ARVs”):**

**PRIZES:** The individual who submitted the Entry selected by the judges ("Winning Entry") will be the winner ("Winner") and will receive:

- the opportunity to have the Winning Entry used by Sponsor as a t-shirt design with Winner's name credit to promote "The Handmaid's Tale" show and Hulu. If so used by Sponsor, the Winner will receive ten (10) t-shirts printed with the Winning Entry (ARV of t-shirt without print: \$20 each).
- the opportunity to be featured by Sponsor in a community spotlight article to be posted on the Maidez Facebook Group within three (3) months of the end of the Contest Period. (ARV: n/a)

**TOTAL ARV OF ALL PRIZES:** \$120.00

- 7. PRIZE RESTRICTIONS: Limit one (1) prize per person throughout the Contest Period.** Prizes are non-transferable and no cash redemption or prize substitution permitted, except at the sole discretion of Sponsor. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right in its sole discretion to substitute a prize in whole or in part with one of comparable or greater value. The Winner is solely responsible for any federal, state and local taxes applicable to, and (unless specifically provided herein) any other costs or expenses associated with acceptance and use of, the prizes, by Winner. Sponsor does not make, nor in any manner is responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prizes, including but not limited to their quality, fitness for purpose, condition, or promotional value. If applicable, the ARV for each prize is as of the date these Official Rules were finalized and may fluctuate. Any difference between the stated ARV and actual retail value at the time each prize was awarded will not be awarded. All product and brand images are trademarks or registered trademarks of their respective companies (including MGM Television Entertainment, Inc.), which are not sponsors of or affiliated with this Contest.
- 8. WINNER NOTIFICATION AND PRIZE CLAIM:** Potential Winner will be notified through a DM (direct message) on Facebook no later than August 15, 2017 at 11:59 p.m. PT. You are solely responsible for monitoring your Facebook Account for notification. You must respond to Sponsor's DM within twenty-four (24) hours. The message will inform you that your Entry was chosen as a potential winner and will require you to respond back to Sponsor via a DM on Facebook or as otherwise directed, which must include your contact information (i.e., a phone number, email address and postal address) to which Sponsor may contact you and send the prize. The Winner is subject to verification, including verification of age. The Winner may be required to verify their eligibility by completing, signing, and returning an Affidavit of Eligibility/Liability Release, within ten (10) calendar days of attempted mail notification by Sponsor, or prize may be forfeited and an alternate winner may be contacted. If the Affidavit of Eligibility/Liability Release has been received in a timely manner, the T-Shirt Prize will be shipped no later than September 29, 2017.

Sponsor is not responsible for any change of mailing address, email address, and/or telephone number of entrants. If a prize notification or prize is unclaimed or returned as undeliverable, if any prize correspondence is not returned within the required time period, or if a potential winner is found not to be eligible or in non-compliance with these Official Rules, the prize will be forfeited and an alternate winner may be contacted. For any prize that is not properly claimed, Sponsor will attempt to award that prize to two alternates, and if the prize still is not properly claimed, the prize will not be awarded. Prizes may not be awarded if not properly claimed.

- 9. GENERAL CONDITIONS:** If the Contest is not capable of running as planned for any reason, including without limitation due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, Sponsor reserves the right, at its sole discretion, to disqualify any individual who is responsible for tampering or who tampers with the entry process, and to cancel, modify, or terminate the Contest in such event. In the event of cancellation, Sponsor will award the prizes to Entries that were received prior to cancellation, selected in Sponsor's sole discretion. In the event that an Entry is confirmed to have been erroneously deleted, lost or destroyed, entrant's sole remedy shall be another Entry into the Contest.

- 10. LIMITATIONS OF LIABILITY AND RELEASE:** No liability or responsibility is assumed by (a) Sponsor, (b) the Contest Parties, Facebook, Inc., or MGM Television Entertainment, Inc. or (c) any of the entities involved in the production and/or promotion of *The Handmaid's Tale* (each a "Separate Entity"), as well as the owners, officers, directors, agents, independent contractors and employees of each Separate Entity ((a) - (c) above collectively, "Releasees") resulting from any entrant's participation in, attempt to participate in, or download of any information in connection with participating in, the Contest or arising from or in connection with any claim based on copyright, trademark, right of publicity or privacy or any other intellectual property or contract rights, defamation, and/or false endorsement. No responsibility or liability is assumed by Sponsor or Contest Parties for technical problems or technical malfunction, including without limitation those arising in connection with any of the following occurrences that may affect the operation of the Contest: 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 email transmissions to be sent to or received; lost, late, delayed, or intercepted email transmissions; traffic congestion on the Internet; unauthorized human or non-human intervention in the operation of the Contest, including without limitation unauthorized tampering, hacking, theft, virus, bug, worm; or destruction of any aspect of the Contest. Sponsor is not responsible if Contest cannot take place or if any prize cannot be awarded due to delays or interruptions due to acts of God, acts of war, natural disasters, weather, acts of terrorism, or any other causes outside of Sponsor's reasonable control. Sponsor is not responsible for any typographical errors in the announcement of the prizes or these Official Rules, or any inaccurate or incorrect data contained on promotional materials. Releasees are not responsible for any personal injury or property damage or any other losses of any kind that may be sustained to any entrant's or any other person's computer equipment resulting from participation in the Contest, or the download of any information, or any other loss related to any entrant's participation in the Contest or receipt of any prize. As a condition of entering, each entrant agrees to release Releasees from any and all liability, loss, or damage incurred with respect to such entrant's participation in the Contest and the awarding, receipt, possession, and/or use or misuse of any prize.
- 11. BINDING ARBITRATION:** Any controversy or claim arising out of or relating to the Contest shall be settled by binding arbitration in a location determined by the arbitrator as set forth herein (provided that such location is reasonably convenient for claimant), or at such other location as may be mutually agreed upon by the parties, in accordance with the procedural rules for commercial disputes set forth in the Commercial Arbitration Rules of the American Arbitration Association ("AAA Rules") then prevailing, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The arbitrator shall be selected pursuant to the AAA Rules. The arbitrator shall apply California law consistent with the Federal Arbitration Act and applicable statutes of limitations, and shall honor claims of privilege recognized at law. In the event that the claimant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of the claimant's filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive. If any part of this arbitration provision is deemed to be invalid, unenforceable, or illegal (other than that claims will not be arbitrated on a class or representative basis), or otherwise conflicts with the rules and procedures established by AAA, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal, or conflicting provision were not contained herein. If, however, the portion that is deemed invalid, unenforceable, or illegal is that claims will not be arbitrated on a class or representative basis, then the entirety of this arbitration provision shall be null and void, and neither claimant nor Sponsor shall be entitled to arbitrate their dispute. Upon filing a demand for arbitration, all parties to such arbitration shall have the right of discovery, which discovery shall be completed within sixty (60) days after the demand for arbitration is made, unless further extended by mutual agreement of the parties. **THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE ENTRANT'S INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS CONTEST IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.**

BY PARTICIPATING IN THIS CONTEST, EACH ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS, AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE CONTEST, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION AS SET FORTH ABOVE, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS, AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL, OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANT'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO EVERY ENTRANT.

- 12. LICENSE:** You do not transfer ownership of your Submission by entering the Contest, however, by entering, you give Sponsor certain rights to use your Submission to promote you, “The Handmaid’s Tale” and Sponsor. Specifically, you: (a) irrevocably and unconditionally grant to Sponsor, its successors and assigns the right (but not the obligation) to use entrant’s Submission in whole or in part, to reproduce, distribute, display, reformat, and create derivative works of the entrant’s Submission (along with a name credit) in connection with the Contest (and future versions of the Contest) and the marketing, advertising and promotion of the Contest, “The Handmaid’s Tale” show, and Sponsor’s products and services, in any worldwide media now or hereafter known, for no additional compensation, review or approval from you or any other party, as well as in connection with distributing or exhibiting the Submissions for promotional merchandising (non-commercial) purposes; (b) agree not to instigate, support, maintain, or authorize any action, claim or lawsuit against Sponsor on the grounds that any use of your Submission (or any derivative works thereof) for the purposes set forth in these Official Rules infringes any of your rights as creator of the Submission, including, without limitation, copyrights, trademark rights, and moral rights. Sponsor shall retain the rights granted in each Submission even if the Submission is disqualified or fails to meet the judging criteria set forth in these Official Rules or even if it is determined that the entrant who made the Submission is ineligible to enter the Contest or win a prize. Usage of your Submission by Sponsor will credit you as the creator of your Submission wherever possible.
- 13. PUBLICITY:** Except in Tennessee, and where prohibited by law, by participating in the Contest, each entrant and Winner (or, if applicable, the parent or legal guardian of an entrant and/or winner) grants permission for Sponsor and those acting under its authority to use the entrant’s or Winner’s name, social media handle(s) and/or ID(s), address (city and state), photograph, voice and/or likeness for advertising and/or publicity purposes, in any and all media now known or hereinafter invented without territorial or time limitations and without further notice to and without additional compensation. If you are selected as the Winner, your information may also be included in a publicly-available winner’s list.
- 14. GOVERNING LAW & JURISDICTION:** All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of State of California, without giving effect to any choice of law or conflict of law rules thereof, and any matters or proceedings which are not subject to arbitration as set forth in Section 11 of these Official Rules. By entering, you consent to the jurisdiction and venue of the federal, state, and local courts located in Los Angeles County, California for the resolution of all disputes, and agree that any and all disputes shall be resolved exclusively in those courts. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that or any other provision. If any provision of these Official Rules is held to be invalid or unenforceable, such provision shall be struck, and the remaining provisions shall be enforced.
- 15. USE OF DATA:** Information submitted in connection with this Contest is governed by Sponsor’s Privacy Policy (available at <http://www.hulu.com/privacy>), and by participating in the Contest, each entrant acknowledges that he or she has read and accepted the Privacy Policy and agrees to Sponsor’s usage of his

or her personal information. Sponsor prohibits entry by anyone under eighteen (18) years of age, and Sponsor does not knowingly collect personal information from anyone under thirteen (13) years of age.

**16. WINNERS LIST REQUEST:** For the names of the verified winner (available after August 31, 2017), send a self-addressed postage paid #10 envelope to: Hulu *MAIDEZ Nolite T-Shirt Design Challenge*, 2500 Broadway, 2<sup>nd</sup> Floor, Santa Monica, CA 90404, Attn: Marketing, for receipt no later than October 15, 2017.

**17. SPONSOR:** Hulu, LLC, 2500 Broadway, 2<sup>nd</sup> Floor, Santa Monica, CA 90404.

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