

## Close Before You Doze

### CONTEST OFFICIAL RULES

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. BY ENTERING THE CONTEST, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING.**

1. CONTEST TIMING: The Close Before You Doze Contest (the “**Contest**”) entry period begins on Tuesday, July 16, 2019 at 9:01 a.m. Eastern Daylight Time (“**EDT**”) and ends on Saturday, August 31, 2019 at 11:59 p.m. EDT (the “**Entry Period**”). The public voting period begins on Tuesday, September 3, 2019 at 9:01 a.m. Eastern Daylight Time (“**EDT**”) and ends on Monday, September 15, 2019 at 6 p.m. EDT (“**Public Voting Period**”) All Eligible Entries will be reviewed for compliance with these Official Rules (“**Official Rules**”) and, if compliant, will be entered in to the Sponsor’s gallery page for Public Voting. At the conclusion of the Public Voting Period, up to eight (8) entries with the greatest number of fan votes will be entered in to the final judging (“**Finalists**”), conducted by the Sponsor, based on predefined criteria as later described in these Official Rules, to determine the order of prize to be awarded each Finalist. In case of a tie, the Sponsor will cast one (1) vote to determine the winning entry. The Sponsor’s designated database clock will be the timekeeper for the Contest. **LIMIT:** One (1) vote per person during the Contest Period. You may vote for multiple entries, however only one (1) vote per video entry.

Entry in the Contest does not constitute entry into any other promotion, contest or sweepstakes. By participating in the Contest, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Underwriters Laboratories, Inc., 333 Pfingsten Road, Northbrook, IL 60062 (the “**Sponsor**” and “**Judge**”) and/or Cohen-Friedberg Associates, LLC (the “**Administrator**”) whose decisions shall be final and legally binding in all respects and not subject to further review in any forum.

2. ELIGIBILITY: **Open only to legal U.S. residents of the United States and the District of Columbia, thirteen (13) years of age or older. If under the age of majority in the state in which you reside, you must have your parent or legal guardian enter the video on your behalf.** Void where prohibited and is subject to all federal, state and local laws.

Employees and their families, officers, and directors of Sponsor, Administrator, and their respective advertising agencies, and each of their respective directors, officers, shareholders, franchisees, employees, affiliates, subsidiaries, and distributors (collectively, the “**Promotion Entities**”) may not participate or win a prize. All entries submitted are the property of the Sponsor.

3. HOW TO ENTER/HOW TO VOTE:

Follow these steps to enter your original video:

Create an original or parody video (three minutes in length or less) addressing the fire safety theme “Close Before You Doze”. We request that video entries be 720p minimum with 1080p preferred AND that Sponsor may request MP4 files for video submissions.

Here are some examples of what you can submit:

- If you’re musically inclined, write a song about fire safety and film yourself singing it.
- If you want to choreograph an interpretive dance, have at it.
- If you have graphic design skills, make a comic-book style animated short underscoring the importance of fire safety.
- If you are pet-obsessed, your pets can be the star and tell people to Close Before You Doze.
- If you do a great Alec Baldwin impression, submit your best take of “always be closing.”

Whatever your talents are, we’d love to see your creative interpretation of getting this life-saving message to people. See prohibited content below.

**TO ENTER:** Visit the Contest site at [www.CloseYourDoor.org/contest](http://www.CloseYourDoor.org/contest) (“Contest Site”) during the Entry Period and complete the entry form with all required information, upload your Eligible Video, agree to the Official Rules, and submit. You may enter multiple unique videos, however you may only win one (1) prize.

**TO VOTE:** Visit the Contest site at [www.CloseYourDoor.org/contest](http://www.CloseYourDoor.org/contest) and cast one (1) vote for your favorite video entry in the Contest gallery page. One (1) vote per person during the Contest Period. You may vote for multiple entries, however only one (1) vote per video entry.

**NOTE:** Any video submission that Includes or depicts any logo i.e. on clothing, hats, background, etc., or contains an image of any celebrity or contains other people not part of the submitting group and/or granted consent to participate in the video, will not appear on the gallery page and are not eligible for the Contest.

Proof of delivery or receipt of entry will not be deemed by the Sponsor as proof of entry into the Contest. All entries become the sole property of Sponsor and will not be acknowledged or returned. All entries are subject to verification and approval by the Sponsor. Entries that do not meet the requirements for the video specified below or above or otherwise do not comply with the Official Rules herein will be disqualified and are not eligible entries. Any attempted form of entry other than as described herein is void. Sponsor will determine, in its sole discretion, what constitutes a valid entry.

Sponsor reserves the right to cancel or modify the Contest if fraud or technical failures impair the integrity of the Contest as determined by the Sponsor, in its sole discretion, and to award the prizes based on eligible entries received prior to the cancellation.

*If you opt to access the Contest via your wireless mobile device (only available via participating wireless carriers), data rates may apply for each message sent or received from your handset according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges as well as charges for wireless Internet access) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in the Contest. Mobile device service may not be available in all areas. Check your phone's capabilities for specific instructions. Sponsor is not responsible for any charges.*

**BY SUBMITTING AN ENTRY, ENTRANT ACKNOWLEDGES THAT HIS/HER ENTRY MAY BE POSTED ACROSS ANY OR ALL OF THE SPONSOR'S AND OTHER RELEASED PARTIES' DIGITAL AND SOCIAL ASSETS, AT THE SPONSOR'S DISCRETION. Submission of an entry grants the Sponsor and its agents the right to publish, use, adapt, edit, publicly perform and/or modify such entry in any way, in any and all media, including for use in advertising and marketing, without limitation, and without consideration to Entrant.**

**Prohibited Content:**

**Entry submissions may not contain, as determined by the Sponsor, in its sole discretion, any material or content that:**

- a)** is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;
- b)** promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- c)** includes obscene or offensive messages; endorsement of any form of hate or hate group; duplication of any other video submission;
- d)** promotes terrorist acts, such as providing instructions on how assemble bombs, grenades and other such weapons or providing instructional information about illegal activities;
- e)** defames, misrepresents, or contains disparaging remarks about Sponsor, its customers or products or other people or companies;
- f)** includes personal identification, such as personal names or e-mail addresses;
- g)** includes messages or images inconsistent with the positive images and/or good will to which the Sponsor wishes to associate;
- h)** infringes the rights of any third party; and/or
- i)** violates any law;

**Entrant's Representations:** By entering the Contest you represent and warrant that (a) the submission is Entrant's original work/parody product and does not infringe the rights of any third party, (b) publication of the submission via various media will not infringe the rights of any third party and (c) the submission has not been previously published in any medium. Each Entrant will indemnify and hold harmless Sponsor and other Released Parties (defined below) from any claims to the contrary. Any Entrant whose work includes likenesses of third parties or contains elements not owned by Entrant (such as, but not limited to, depictions of persons, buildings, trademarks, or logos) must be able to provide legal releases for such use including the Sponsor's use of such entry, in a form satisfactory to Administrator, upon request, prior to awarding of prize.

**Entry Notes:** Entrant will be able to review his or her entry prior to submission, but once any entry is submitted, Entrant cannot access/revise such entry in any way. Entries made on another's behalf by any individuals or other entities, including but not limited to, commercial Contest/Sweepstakes subscription notification and/or entering services, will be declared invalid and disqualified for the Contest. Tampering with the entry process or the operation of the Contest is prohibited and any entries deemed by Sponsor, in its sole discretion, to have been submitted in this manner will be void. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. By entering, all Entrants release the Sponsor, Administrator, and their respective parent, subsidiary, and affiliated entities including, all of their respective shareholders, officers, directors, employees, agents, contractors, attorneys, successors, and assigns (the "**Released Parties**") from and against all claims and damages arising out of or in connection with each Entrant's participation and/or entry in the Contest and/or his/her receipt or use of the prize awarded in the Contest.

Sponsor is not responsible for problems downloading or uploading any Contest-related information to or from the web site or for any other technical malfunctions of electronic equipment, computer on-line systems, servers, or providers, computer hardware or software failures, phone lines, failure of any electronic mail entry to be received by Sponsor on account of technical problems, traffic, congestion on the internet or the web site, or any other technical problems related to web site entries including telecommunication miscommunication or failure, and failed, lost, delayed, incomplete, garbled or misdirected communications which may limit an Entrant's ability to participate in the Contest.

4. **JUDGING:** The Judge will judge all eligible entries based on the following equally weighted criteria:
- Creativity
  - Adherence to the Contest theme (Close Before You Doze Fire Safety)
  - Originality
  - Overall likability

5. PRIZES/APPROXIMATE RETAIL VALUE (“ARV”):

ALL PRIZES WILL BE AWARDED IN THE NAME OF THE RESPECTIVE WINNERS LOCAL FIRE DEPARTMENT OR FIRE DEPARTMENT OF WINNER’S CHOICE.

One (1) Grand Prize: \$25,000  
One (1) Runner-Up Prize: \$15,000  
One (1) Second prize: \$10,000  
Five (5) Honorable Mentions: \$5,000 each

ALL PRIZES ARE AWARDED “AS IS” AND WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED (INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE).

Selected Local Fire Department is responsible for any and all applicable local, state, and/or federal taxes and fees.

6. WINNER ANNOUNCEMENT:

Winners will be posted on the Contest Site on Tuesday, October 1, 2019.

7. WINNER NOTIFICATION: The Contest winners will be notified via email or by phone by the Administrator requesting confirmation of the winner’s name and mailing address and selected Fire Department to receive the prize. The winner is subject to verification. Potential prize winners will be required to complete, sign, and return an Affidavit of Eligibility/Liability Release, and, where lawful, a Publicity Release and W-9 tax payer request for identification (from the local Fire Department selected) within seven (7) days of attempted notification. If any potential winner fails to respond to any winner notification attempt within 72 hours of first winner notification attempt, or if any attempted notification or prize delivery is returned as undeliverable, or if a potential winner fails to complete and return any required affidavit, W-9, or release within seven (7) days, the potential winner may, at the Sponsor’s sole discretion, be disqualified and an alternate winner may be selected. The alternate winner will be the entry with the next greatest number of fan votes.

Once eligibility has been verified and the Administrator receives the prize winner’s requested information, the Sponsor will arrange to award the Prize. Prize winner must reply with all required information in order to receive their Prize.

8. PUBLICITY RELEASE/ASSIGNMENT OF RIGHTS: Entry constitutes permission for the Promotion Entities to use Entrant’s entry materials, name, photograph, likeness,

voice, biographical information, statements, city, and state (collectively, the "**Attributes**"), for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter devised, in perpetuity, without further compensation or authorization, (except where prohibited by law), and releases the Promotion Entities from all claims arising out of the use of such Attributes.

9. Use of Data. The Sponsor will be collecting personal data about participants online, in accordance with their privacy policies. Please review Sponsor's privacy policy at <https://www.ul.com/customer-resources/online-policies>. **By participating in the Contest, participants hereby agree to the collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.**

Submission of an entry grants the Sponsor and its agents the right to record, copy, publish, use, edit, exhibit, distribute, perform, merchandise, license, sublicense, adapt, and/or modify such entry in any way, in any and all media, without limitation and without any compensation to the entrant. Submission of an entry further constitutes the entrant's consent to irrevocably assign and transfer to Sponsor any and all rights, title, and interest in the entry, including, without limitation, all copyrights.

10. **DISQUALIFICATION: CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS CONTEST OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** Sponsor reserves the right in its sole discretion to disqualify any individual who is found to have tampered with the entry process or the operation of the Contest, to be acting in violation of these Official Rules, or to be acting in an unsportsman-like or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Contest, or to disparage, annoy, abuse, threaten or harass any other person. No incomplete, forged, software-generated or other automated multiple entries will be accepted. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

11. **LIMITATION OF LIABILITY:** None of the Released Parties shall be held responsible for, and Entrant hereby releases the Released Parties from any claims arising from

or in any way relating to: (i) late, lost, delayed, illegible, damaged, corrupted or incomplete entries, incorrect or inaccurate capture of, damage to, or loss of entries or entry information or technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (ii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iii) unauthorized human intervention in any part of the entry process or the Contest; (iv) electronic or human error which may occur in the administration of the Contest or the processing of entries; (v) any injury or damage to persons or property, including but not limited to Entrant's computer, hardware or software, which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest (vi) use of any prize and (vii) the voting process including the outcome of the Contest judging.

By entering, each Entrant fully releases and agrees to hold each of the Released Parties harmless from and against any and all claims, liability, damages, and demands arising out of or relating to participation in the Contest, the Contest, and Contest process and/or any use of the winner's name, likeness, voice, and/or biographical information as permitted hereunder, including without limitation all claims, liabilities, damages, and demands based on any personal injury, property damages or loss or death. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in the Contest or the use of the microsite.

12. DISQUALIFICATION/FORCE MAJEURE: In the event (a) an insufficient number of Eligible Entries are received, (b) a virus, bugs, or entrant fraud or misconduct affect or corrupt the administration, integrity, security or proper operation of the Contest, (c) Sponsor deems necessary in order to comply with the terms of use or terms of service of any applicable social media platform or in connection with changes to such terms, or (d) Sponsor is prevented from awarding the prize or continuing with the Contest as contemplated herein by any event beyond his control, including but not limited to, fire, flood, natural or man-made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis (e.g. SARS), order of any court or jurisdiction, or other cause not reasonably within Sponsor's control, then Sponsor shall have the right to modify, suspend, or terminate the Contest. If the Contest is terminated before the designated end date, Sponsor will (if possible) select all eligible, non-suspect entries received as of the date of the event, giving rise to the termination. Inclusion in such selection process shall be each Entrant's sole and exclusive remedy under such circumstances. Only the type and quantity of prize described in these Official Rules will be awarded.

13. DISPUTES:

By participating in the Contest you agree that any and all disputes, claims and causes of action arising out of or connected with this Contest and/or these Official Rules shall be resolved individually without resort to any form of class action, by the United States District Court for the State of Illinois, and, by participating, you expressly consent to the personal jurisdiction of such courts and waive any claim or right of change of venue, lack of personal jurisdiction or like right. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of each participating individual and Sponsor or the in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules (whether of the State of Illinois a or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Illinois.

14. BY PARTICIPATING IN THIS CONTEST, EACH PERSON HEREBY KNOWINGLY, VOLUNTARILY, AND INTENTIONALLY WAIVE ANY RIGHT THAT MAY EXIST TO HAVE A TRIAL BY JURY IN RESPECT OF ANY LITIGATION BASED UPON OR ARISING OUT OF, UNDER, OR IN ANY WAY CONNECTED WITH, THIS CONTEST.

15. WINNER'S LIST: To obtain the name of the winners, visit [www.CloseYourDoor.org/contest](http://www.CloseYourDoor.org/contest) on October 1, 2019.