

Canon MAXIFY Mentors Contest

Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. PURCHASE OR PAYMENT DOES NOT IMPROVE YOUR CHANCE OF WINNING.

- 1. Eligibility:** The Canon **MAXIFY Mentors** Contest ("Contest") is open only to legal residents of the 48 contiguous United States and the District of Columbia who are 21 years of age or older, and physically located and residing within the 48 contiguous United States or District of Columbia at the time of entry. Entrant must be a small business owner where the business is five (5) years old or less and has no more than nine (9) employees. Void elsewhere and where prohibited or restricted by law. Employees, contractors, directors and officers of Canon U.S.A., Inc. ("Sponsor"), and their respective parent, subsidiary and affiliated companies, dealers, distributors and licensees, and the advertising, fulfillment, judging and promotion agencies, mentors and brand ambassador involved in the development and administration of the Contest (collectively, "Promotion Parties"), and their immediate family members (parent, child, sibling and spouse of each) and those living in the same households of each (whether related or not) are not eligible to enter or win. This Contest is in no way sponsored, endorsed, or administered by, or associated with Facebook® or Twitter®.
- 2. Contest Period:** The Contest shall take place during the Contest Period. The Contest Period starts on July 15, 2015 at 3:00 PM Eastern Time ("ET") and ends on August 31, 2015 at 11:59 PM ET. Entries submitted before or after the Contest Period will not be eligible to win a prize. Sponsor's clock is the official clock for this Contest.
- 3. How to Enter the Contest:** You will need an active Facebook or Twitter account (each an "Account") to participate in the Contest. If you don't already have an Account, visit www.facebook.com or www.twitter.com to create an Account; creating an Account is free.

To enter, during the Contest Period, post about a particularly difficult challenge you face as a small business owner using the hashtag #MAXIFYCONTEST and tag one of the mentors on the MAXIFY MENTORS team (the "Contest Entry") on your Facebook or Twitter account. Mentors on the MAXIFY MENTORS team and their @ mention are as follows:

- a. **Brett Relander** - <https://www.facebook.com/BrettDRelander>, @brettrelander
- b. **Ivana Taylor** - <https://www.facebook.com/DIYMarketers>, @DIYMarketers
- c. **Tim Berry** - <https://www.facebook.com/timberry.page>, @Timberry
- d. **Rhonda Abrams** - <https://www.facebook.com/RhondaAbramsSmallBusiness>, @RhondaAbrams
- e. **Barbara Corcoran** - <https://www.facebook.com/TheBarbaraCorcoran> @BarbaraCorcoran

See further Conditions of Submission in Section 4.

By submitting a Contest Entry, you consent to receiving direct messages and/or emails from Sponsor and/or its licensees and assignees, including but not limited to its agents and influencers, relating to the Contest. FOR MOBILE USERS – Facebook and Twitter contests may not be supported on all mobile devices. **Data rates may apply.** You will be charged according to your mobile phone service provider's rate plans. Please consult your mobile phone service provider regarding rate plans. Entry into the Contest is free.

Multiple entries are permitted during the Contest Period, however only one (1) Contest Entry per person will be eligible to become a Finalist (as defined below). If multiple, similar Contest Entries are received from any person/e-mail address/handle for the same entrant, only one Contest Entry received will be eligible to become a Finalist. Incomplete Contest Entries, including but not limited to those Contest Entries that do not meet the requirements set forth in these Official Rules, will not be eligible. Proof of posting does not constitute proof of actual receipt by Sponsor for purposes of these Official Rules. Contest Entries generated by script, macro or other automated or improper means

and Contest Entries made by any means which subvert the participation process will be void in Sponsor's sole discretion. By entering the Contest, entrants fully and unconditionally agree to be bound by these Official Rules and the decisions of the Sponsor, which will be final and binding in all matters relating to the Contest.

4. Conditions of Submission:

- a. Post may, but are not required to, include photos that illustrate the challenge being described.
- b. Photos, if included, may be in color or black-and-white.
- c. Any Contest Entry which Sponsor, in its sole discretion, deems to be inappropriate for publication will not be considered and the corresponding entrant will be disqualified. Contest Entry cannot (i) be sexually explicit or suggestive, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain nudity or any materially dangerous activity; (ii) promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (iii) be obscene or offensive, endorse any form of hate or hate group; (iv) defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people, products or companies; (v) contain trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind, other than Sponsor's, without permission, or contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses; (vi) contain copyrighted materials owned by others; (viii) communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate; or (ix) depict, or itself be, in violation of any law.
- d. By submitting a Contest Entry each entrant represents and warrants that: (i) his/her post content, photo and/or image description are the sole and original creations of the entrant and have not been copied in whole or in part from any other work; (ii) the Contest Entry does not violate or infringe any copyright, trademark/tradename, or other proprietary right of any person (including but not limited to rights of privacy or publicity or portrayal in a false light) or entity; (iii) the Contest Entry is the sole and exclusive property of the entrant; (iv) the subject(s) and/or persons depicted in any of the photo and/or image description, if any, have given written consent to its submission into the Contest and use as contemplated by these Official Rules; (v) the Contest Entry has not been previously published; (vi) entrant owns or otherwise has rights to use all elements of the Contest Entry; (vii) the Contest Entry has not won previous awards; (viii) publication of the Contest Entry on Contest websites, Sponsor's social media platforms and websites, Sponsor's influencers' websites and social media pages, use at the Event or any other manner permitted hereunder will not infringe on the rights of any third party. Entrant will indemnify and hold harmless the Promotion Parties from any claims arising out of the Promotion Parties' use of Contest Entries as authorized hereunder; and (iv) entrant has not won any prizes via a Canon Sweepstakes or Contest within the past 90 days.
- e. By submitting a Contest Entry, participant hereby grants to Sponsor a royalty free, irrevocable, perpetual and worldwide license to use and display the post content and/or photo, in whole or in part, contained in the Contest Entry and/or the first name and city of participant on Contest websites, Sponsor's social media pages and websites, at the Event (as defined below), Sponsor's influencers' websites and social media pages and otherwise use the Contest Entry in accordance with these Official Rules, without compensation of any kind or further notice to or approval from participant or any third party. Promotion Parties are not responsible for any unauthorized third party use of any Contest Entry photo. Promotion Parties do not guarantee that any Contest Entry will be posted. Subject to the rights granted to Sponsor, all entrants retain all copyright in the photo.
- f. By submitting a Contest Entry, you agree that your submission is gratuitous and made without restriction, and will not place Sponsor under any obligation and that Sponsor is free to use or otherwise disclose the ideas contained in the Contest Entry on a non-confidential basis to

anyone, or otherwise use the ideas without any additional compensation to you. You acknowledge that, by acceptance of your submission, Sponsor does not waive any rights to use similar or related ideas previously known to Sponsor, or developed by its employees, or obtained from sources other than you. **By entering, you acknowledge that Sponsor has no obligation to use or post any Contest Entry you submit or to respond to you in any way.**

- g. By submitting a Contest Entry, you agree that Sponsor can modify your post content and/or photo, including by not limited to, altering, editing, and resizing your photo. By submitting a Contest Entry, you agree that you shall have no right of approval, no claim to additional compensation and no claim (including without limitation, claims based upon invasion of privacy, defamation, right of publicity or copyright) arising out of any use, alteration, modification, resizing, distortion or illusionary effect or use in any composite form of any or all of the photo.
- h. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest materials and the Official Rules, the Official Rules shall prevail, govern and control.

- 5. Judging, Finalist Notification and Verification, Winner Selection:** Judging Phase: On or about September 1, 2015, the Contest Entries will be judged. Contest Entries will be judged as provided below. Judging will be conducted by a panel of qualified judges, including the MAXIFY Mentors, as selected by Sponsor in its sole discretion. All eligible Contest Entries received during the Contest Entry Period will be judged on the basis of challenge severity (75%), your expression of the challenge experienced (25%) (“Judging Criteria”).

In the event of a tie, the tied Contest Entries will be re-judged (by the Sponsor) using the same Judging Criteria. If there is a subsequent tie, a Finalist (as defined below) will be determined based upon the highest score in the first Judging Criteria, continuing thereafter to be based on each Judging Criteria in the order listed, as needed, to break the tie.

Finalist Phase: The eight (8) entrants whose Contest Entries achieve the highest scores, pursuant to the combined Judging Criteria, from among all eligible Contest Entries that tag one of the individual MAXIFY Mentors will become the contest finalists (each a “Finalist”), subject to verification and compliance with these Official Rules.

The Brand Ambassador chosen by the Sponsor will choose the potential Grand Prize winner (subject to verification and compliance with these Official Rules) based on the Judging Criteria from among the eight (8) Finalists.

Each Finalist will be contacted by Sponsor via the social media channel used to submit their entry with further instruction. If the Finalist is not found to be in compliance with these Official Rules, or the Finalist does not respond to Sponsor’s notification or provide complete information to Sponsor within the timeframe determined by Sponsor in its sole discretion, the Finalist will be disqualified and an alternative Finalist will be chosen (using the same selection method as resulted in the initial selection of the potential Finalist who was disqualified).

Potential Winner Verification: Once a Finalist becomes a potential winner, Sponsor will contact the potential winners to notify said potential winners via email or phone at the Sponsor’s sole discretion. The potential winner must sign and return any paperwork required by Sponsor, including but not limited to, the required affidavit and release(s). If a potential winner cannot be reached or fails to respond to any notification attempt within the time period specified by Sponsor, or if any attempted notification is returned as undeliverable, or if a potential winner fails to complete and return any required affidavit or release within the specified time period, or if a potential winner fails to accept the prize, a potential winner may be disqualified and an alternate Finalist may be selected for Sponsor verification of Finalist Criteria.

Upon verification of eligibility and compliance with these Official Rules, each winner's Contest Entry, or a portion thereof, along with their name, city and state, may be posted on the Contest website, Sponsor's websites and social media pages, on Sponsor's influencers' and/or MAXIFY mentors' websites and social media pages, and as otherwise permitted hereunder.

There will be one (1) grand prize winner ("Grand Prize Winner") selected from the eight (8) Finalists. The seven (7) Finalists who are not the Grand Prize Winner will be runners-up ("Runners-Up"). The Grand Prize Winner and Runners-Up will be announced on or around September 14, 2015.

6. **Prizes:** One (1) Grand Prize Pack will be offered to the Grand Prize Winner. The Grand Prize Winner will receive one (1) MAXIFY Small Business Pack (which includes one (1) MAXIFY MB 5320 printer (MSRP_\$199.99), a \$250 Canon Online Store Credit to use at the Canon Online Store, an iPad mini 2 device (16GB, Space Gray) (MSRP_\$303.76), a 1-year subscription to LegalZoom – Biz-Advantage Pro Plan (MSRP_\$287.88), a 1-year subscription to LifeLock (Standard Membership) (MSRP\$109.89), and an Intuit Mobile Credit Card Reader (MSRP_\$14.99). and will meet with the Brand Ambassador to the MAXIFY Mentors Team for a one-on-one consultation to discuss the Grand Prize Winner's business model, while receiving insights and advice on how the Grand Prize Winner can improve business moving forward. The Grand Prize Winners consultation will be videotaped and produced into a YouTube short that describes the Grand Prize Winner's small business. The approximate retail value ("ARV") for the Grand Prize Pack is \$5,604.86.

Seven (7) MAXIFY Small Business Packs will be offered to the Runners-Up. Each MAXIFY Small Business Pack includes one (1) MAXIFY MB5320 printer MSRP \$199.99, a \$250 Canon Online Store Credit to use at the Canon Online Store, an iPad mini 2 device (16GB, Space Gray) (MSRP__\$303.76), a 1-year subscription to LegalZoom – Biz-Advantage Pro Plan (MSRP__\$287.88), a 1-year subscription to LifeLock (Standard Membership)(MSRP \$109.89), and an Intuit Mobile Credit Card Reader(MSRP_\$14.99). The ARV of each MAXIFY Small Business Pack is \$604.86.

The prize may not be redeemed for cash. All federal, state/provincial and local taxes on the prize value, if applicable, are the responsibility of the winner. An IRS form 1099 will be issued to the winner if required by law. The total ARV of all Prizes is \$9,838.88. Any difference between the stated ARV and actual value will not be awarded.

Canon Online Store Credit can be redeemed only at the Canon Online Store <http://www.shop.usa.canon.com>. Canon Online Store Credit must be redeemed in a single transaction and any balance remaining at the conclusion of such transaction will be forfeited. Canon Online Store Credit must be redeemed no later than December 31, 2015 at 11:59 p.m. ET. Additional terms and restrictions apply to shopping at the Canon Online Store; see Customer Service section at <http://shop.usa.canon.com/shop/en/catalog/helpcenter> for shopping Terms of Sale. Other restrictions may apply; see Canon Online Store Credit voucher and disclaimer for details.

No substitution, cash redemption or transfer of prizes is permitted except at Sponsor's sole discretion. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute a prize of equal or greater value. All federal, state and local taxes, and all other costs or expenses associated with acceptance or use of the Prize not specified herein, are the sole responsibility of the Winner. Arrangements for delivery of prize will be made after winner verification.

7. **Limitation of Liability:** Upon prize forfeiture, no compensation will be given. Promotion Parties are not responsible for lost, late, misdirected, stolen, illegible, inaccurate, damaged, incomplete, or undeliverable e-mail or direct messages or Contest Entries; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability or garbled, corrupt or jumbled transmissions, service provider/ Internet / website/ social media platform accessibility, availability, or traffic congestion, or any technical, mechanical, or typographical or other error, or unauthorized human intervention, or the incorrect capture of

registration information, or the failure to capture, or loss of, any such information. Promotion Parties are not responsible for any incorrect or inaccurate information, whether caused by any website users, tampering, hacking, or by any of the equipment or programming associated with or utilized in the Contest and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to any website(s). Promotion Parties are not responsible for any problem or technical malfunction of any telephone network or lines, computer systems, servers or providers, computer equipment or software on account of technical problems or traffic congestion on the internet or combination thereof, including injury or damage, whether personal or property, to participant's or to any person's computer related to or resulting from participating in the Contest and/or accepting the Prize. If, for any reason, an entry is confirmed to have been erroneously deleted, lost or otherwise destroyed, corrupted, or for any other reason not accepted as an entry into the Contest, the entrant's sole remedy is to submit another entry into the Contest. If, for any reason, the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest and/or proceed with the Contest, including the selection of the winner(s), in a manner it deems fair and reasonable, including the selection of the winner(s) from among eligible entries received prior to such cancellation, termination, modification or suspension.

In case of dispute as to the identity of any entrant, entry will be declared made by the authorized account holder of the email address/handle submitted at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned an email address/handle by an online service provider responsible for assigning email addresses/handles for the domain associated with the submitted email address/handle. Any potential winner may be requested to provide Sponsor with proof that such potential winner is the authorized account holder of the email address/handle associated with the winning Contest Entry. Entrants may not register or enter with multiple email addresses/handles nor may entrants use any other device or artifice to act as multiple registrants. Any entrant who attempts to enter with multiple email addresses/handles under multiple identities or uses any device or artifice to enter multiple times will be disqualified and forfeits any and all prizes won, in Sponsor's discretion.

Contest Entries by automatic, programmed or like methods will be disqualified. Improper, incomplete, mutilated and illegible entries will be disqualified. This Contest is subject to all federal, state and local laws. Sponsor reserve the right to disqualify any individual who tampers with the entry process or the website, attempts to undermine the legitimate operation of the Contest by cheating, hacking, deception or other unfair playing practices (including the use of automated quick entry programs), intends to annoy, abuse, threaten or harass any other entrants or Sponsor or otherwise acts in a disruptive manner. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

This Contest is offered only in the 48 contiguous United States and the District of Columbia and, by entering, entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, are governed by the laws of the state of New York, without giving effect to any choice of law or conflict of law rules. By entering, entrants consent to the jurisdiction and venue of the federal, state and local courts for Suffolk County, New York.

AS A CONDITION OF ENTERING, ENTRANTS AGREE (AND AGREE TO CONFIRM IN WRITING):
(A) TO RELEASE, INDEMNIFY AND HOLD HARMLESS THE PROMOTION PARTIES AND EACH OF THEIR OFFICERS, DIRECTORS, EMPLOYEES AND AGENTS, AND FACEBOOK AND TWITTER FROM ANY AND ALL LIABILITY, LOSS OR DAMAGE, INCLUDING WITHOUT

LIMITATION PROPERTY DAMAGE, PERSONAL INJURY OR DEATH, INCURRED WITH RESPECT TO THE AWARDING, RECEIPT, POSSESSION, AND/OR USE OR MISUSE OF ANY PRIZE OR THE PARTICIPATION IN THE CONTEST AND ANY TRAVEL RELATED TO THE EVENT, AND PARTICIPATION IN THE EVENT, INCLUDING WITHOUT LIMITATION ANY CLAIM BASED ON COPYRIGHT INFRINGEMENT, TRADEMARK INFRINGEMENT, MISAPPROPRIATION, FALSE ASSOCIATION, RIGHT OF PUBLICITY, RIGHT OF PRIVACY, DEFAMATION, ANY OTHER INTELLECTUAL PROPERTY-RELATED CAUSE OF ACTION AND/OR BREACH OF CONTRACT; (B) UNDER NO CIRCUMSTANCES WILL ENTRANT BE PERMITTED TO OBTAIN AWARDS FOR, AND ENTRANT HEREBY WAIVES ALL RIGHTS TO CLAIM, PUNITIVE, INCIDENTAL, CONSEQUENTIAL, OR ANY OTHER DAMAGES, OTHER THAN FOR ACTUAL OUT-OF-POCKET EXPENSES; (C) ALL CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS CONTEST, OR ANY PRIZE AWARDED, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; AND (D) ANY AND ALL CLAIMS, JUDGMENTS, AND AWARD SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, EXCLUDING ATTORNEYS' FEES AND COURT COSTS. ENTRANTS WHO DO NOT COMPLY WITH THESE OFFICIAL RULES OR ATTEMPT TO INTERFERE WITH THIS CONTEST IN ANY WAY SHALL BE DISQUALIFIED. SPONSOR IS NOT RESPONSIBLE IF CONTEST CANNOT TAKE PLACE OR IF ANY PRIZE CANNOT BE AWARDED DUE TO ACTS OF GOD, ACTS OF WAR, NATURAL DISASTERS, WEATHER OR ACTS OF TERRORISM.

8. **Release / Publicity Rights:** By participating in the Contest and/or accepting a Prize, each winner agrees to allow Sponsor and/or Sponsor's designee the perpetual right to use his/her name, biographical information, photos, and/or likeness, Facebook or Twitter handle, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter developed, worldwide including, but not limited to, on the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.
9. **Use of Data:** Please see Sponsor's Privacy Statement, located at http://www.usa.canon.com/cusa/about_canon/standard_display/abtcan_lgl_privacy_misc for details of Sponsor's practices regarding the collection and use of personal information in connection with this Contest. By participating in the Contest, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's Privacy Statement.
10. **Winners' List Requests:** To receive a copy of the Winners' List for this Contest (available after October 15, 2015) send a self-addressed, stamped envelope to "Winners' List Request, Canon MAXIFY Mentors Contest," c/o Christine Scherker One Canon Park, Melville, NY 11747 (no later than December 15, 2015).
11. **Sponsor:** The Contest is sponsored by Canon U.S.A., Inc., One Canon Park, Melville, NY 11747.

Email/Blog Abbreviated Rules for Canon MAXIFY Mentors Contest:

NO PURCHASE NECESSARY TO ENTER OR WIN. Open only to residents of the 48 contiguous United States and the District of Columbia, 21 and older. Entrant must be a small business owner where the business is five (5) years old or less and has no more than nine (9) employees. Void outside 48 contiguous U.S. and D.C., and where prohibited or restricted by law. To enter, post on Facebook or Twitter about a particularly difficult challenge you face as a small business owner using the hashtag #MAXIFYCONTEST and tag @brettrelander, @DIYMarketers, @Timberly@RhondaAbrams, or @BarbaraCorcoran. The Contest Period starts at 3:00 PM ET on July 15, 2015 and ends at 11:59 PM ET on August 31, 2015. Multiple entries are permitted during the Contest Period, however only one (1) Contest Entry per person will be eligible to

become a Finalist (as defined in the Official Rules) There will be one (1) Grand Prize Winner and seven (7) Runners-up. See Official Rules for prize details. By entering, you represent and warrant that you own all right and title in the post content and any photo, and the post content and any photo do not violate the intellectual property rights or publicity rights of a third party. By entering, you release Sponsor, Facebook and Twitter from any liability associated with participating in the Contest and/or accepting any prize. Each Winner and Runners Up grants Sponsor the right to use his/her name and likeness for promotional purposes. Sponsor: Canon U.S.A., Inc., One Canon Park, Melville, NY 11747. Please visit the following link _____ for the full Official Rules.