

Made To Move Contest

OFFICIAL RULES

1. **NO PURCHASE NECESSARY TO ENTER OR WIN.** By submitting an entry to the **Made to Move Contest**, you are agreeing to be bound by the following legal terms.
2. The **Made to Move Contest** (the “Event”) is organized and sponsored by Mom It Forward, Inc., a Utah corporation (“Mom It Forward”). Participation is subject to all federal, state and local laws and regulations. Void where prohibited or restricted by law in a manner contrary to these Official Rules. You are responsible for checking applicable laws in your area before participating in the Event to make sure that your participation is legal. You are responsible for all taxes and reporting related to any prize that you receive as part of the Event.
3. **ELIGIBILITY:** The Event is open to all individuals age 18 or older who are attendees at the 2017 Family Forward conference. One entry is permitted per family. A participant may include minors under the age of 18 as part of Entry Materials, provided that the participant has the legal right to permit such participation as a parent or guardian of all persons appearing in Entry Materials. Employees and contractors of Mom It Forward, Align® Technology, or their agencies are not eligible to enter.
4. **HOW TO ENTER:**
 - (a) Prepare a video clip (the “Video”) of no more than 3 minutes, related to the Made To Move theme and based on the judging criteria below, and upload it to YouTube by no later than Tuesday, July 25, 2017 at 11:59 p.m, U.S. Pacific Time. Videos must not be shared publicly and should be marked as unlisted. Ensure that appropriate identifying information is visible within or associated with the video. Refer to the YouTube video https://youtu.be/sIV_FbgdVKA as an example of the Made To Move theme.
 - (b) If your video is selected as a Finalist, as described below, present a live skit (the “Live Skit”) of no more than 3 minutes to attendees of the 2017 Family Forward conference; performances are scheduled to occur on the afternoon of Wednesday, August 9, 2017 during the conference. (All elements of the Video and the Live Skit are collectively the “Entry Materials”.)
5. **JUDGING CRITERIA AND PROCEDURES:** The Entry Materials will be judged by the following (collectively the “Judges”):

- (a) A representative of the Invisalign® brand (vote weight: 35%)
- (b) A team of judges provided by Mom It Forward (vote weight: 33%)

- (c) Votes by conference attendees regarding the entry that best fulfilled the judging criteria (vote weight: 32%)

Votes by conference attendees will be collected and tallied by Mom It Forward. The decision of the Judges is final.

Five Finalists will be announced via the Mom It Forward eNewsletter on Thursday, August 3, 2017. Each Finalist will be expected to present a Live Skit as described above. Any Finalist not presenting a Live Skit will be disqualified from further consideration.

Entry Materials will be judged based on the following criteria:

- o Involvement of all family members in the Video (and the Live Skit, if selected as a Finalist)
 - o Creativity in how the theme “Made To Move” is woven into the presentation
 - o Inclusion of three brand message points that promote Invisalign treatment
 - o Ability to reach a specific targeted demographic (such as children, teens, families, etc.)
 - o Emotional appeal (Did the Video or Live Skit move people to some sort of emotional action: laughter, empathy, tears, etc.?)
6. GRANT OF RIGHTS: By submitting Entry Materials, you consent, for yourself and on behalf of all persons shown in any Entry Materials, to the use, by Mom It Forward, its affiliates, subsidiaries, parents, and licensees, including Align Technology, the makers of Invisalign clear aligners, of the Video, recordings of the Live Skit, and all other components or aspects of the Entry Materials, in connection with the promotional or marketing activities of Mom It Forward or Align Technology, the makers of Invisalign clear aligners, in any media or format now known or hereafter invented, in any and all locations, without any payment to or further approval from you. You agree that this consent is perpetual and cannot be revoked.
7. WARRANTIES: By submitting Entry Materials, you represent and warrant that:
- (a) you have the permission and authorization of all persons shown in or appearing in any Entry Materials, and to grant the license granted above with respect to such persons;
 - (b) the Entry Materials are your own original work;

- (c) the Entry Materials do not contain material or images that are, in the sole judgment of Mom It Forward, obscene, inappropriate, offensive, or defamatory;
- (d) the Entry Materials do not violate or infringe upon the copyrights, trademarks, rights of privacy, publicity or other rights of any person or entity;
- (e) the Entry Materials do not contain malicious code, such as viruses, timebombs, cancelbots, worms, Trojan horses or other potentially harmful programs or other material or information and that you will refrain from any activity that would compromise or diminish the operation of the Mom It Forward website;
- (f) the Entry Materials do not and will not violate any applicable law, statute, ordinance, rule or regulation; and
- (g) the Entry Materials do not trigger any reporting or royalty obligation to any third party.

You further represent and warrant that the rights that you are granting under these Official Rules do not conflict in any way with any other agreement to which you are a party, or with any commitments, restrictions, or obligations that you are under to any other person or entity.

8. **WINNER SELECTION:** The Prize Winner will be selected by the Judges and will be announced via the Mom It Forward eNewsletter within one week of the performance of the Live Skits by Finalists. In the event of disqualification of any Prize Winner, the prize will be forfeited and Judges will select an alternate Prize Winner. Mom It Forward is not responsible for notifications that are misdirected, addresses that are no longer correct, or for any other reason beyond its control.
9. **LIMITATION OF LIABILITY:** By participating in the Event, you agree to release, indemnify and hold harmless Mom It Forward, Align Technology, the makers of Invisalign clear aligners, and their respective affiliates, subsidiaries, assigns, advertising and promotions agencies, and each of their respective agents, representatives, officers, directors, shareholders, and employees (collectively “Released Entities”) from and against any injuries, losses, damages, claims, actions and any liability of any kind resulting from or arising out of your participation in the Event or inability to participate in the Event. Released Entities are not responsible for any miscommunications such as technical failures related to computer, telephone, mobile device, cable, wireless, or unavailable network or server connections, related technical failures, or other failures related to hardware, software or virus, or incomplete, late or misdirected entries. Any compromise to the fair and proper conduct of this Event may result in the disqualification of Entry Materials, termination of the Event, or other remedial action, at the sole discretion of Mom It Forward.

10. PRIZE: One eligible Prize Winner selected by the Judges will receive Invisalign treatment for one person in the immediate family of the Prize Winner (the "Recipient"). The Recipient must use an approved Invisalign provider. If the Recipient is unable to receive Invisalign Clear Aligners, then the Prize Winner forfeits the prize. The recipient will receive a consultation and treatment, if deemed a candidate, through an Align® Technology selected and approved Invisalign provider. If the recipient is unable to receive Invisalign treatment, then the prize winner will forfeit the prize. The recipient must work with an Align Technology representative to receive a consultation from an Invisalign provider within 90 days and must begin use of the Invisalign treatment prior to the end of 2017. The approximate retail value of the prize is \$4,999.
11. WAIVER: By entering the Event, you waive all rights to seek injunctive or equitable relief, or to claim punitive, incidental or consequential damages, or attorneys' fees.
12. LAW & JURISDICTION: You agree that these terms and the relationship between you and Mom It Forward shall be governed by the laws of the United States and the State of Utah. Any and all legal actions or claims arising in connection with this Event must be resolved individually, without resort to any form of class action, and must be brought in a court of competent jurisdiction in the State of Utah.
13. WINNERS LIST: A list of winners is available by sending a written request to Mom It Forward Made To Move Contest, c/o Legends Law Group, 330 N. Main St., Kaysville, Utah 84037. Requests must be received no later than December 31, 2017.