



## **“See Yourself on the SeneGence Billboard” Contest Official Rules**

**Contest Period: August 9 – August 31, 2017**

Imagine yourself featured on a billboard in the heart of Times Square, New York City! Through January 1, 2018, SeneGence® ads will run on a massive billboard screen, and designs will be refreshed regularly. We want to see your unique SeneGence or LipSense concept lit up for millions to see.

Here are the details on how to enter:

- 1. You must be an active SeneGence Distributor, in compliance and in good standing with SeneGence International to enter.**
- 2. Film a 30 second LipSense video clip or take a photograph(s)**

**If you choose to film a video clip:**

- The video must be 30 seconds in length
- Resolution- 1920x1080 (1080p) minimum. 4k is ideal.
- When filming, shoot in landscape mode.
- The billboard does not have sound, so please “show us, not tell us” in your video.
- Make sure your video is well lit and does not display any other company branding.

**If you choose to take a photograph(s):**

- You may submit more than one photo if your concept calls for multiple photos to tell a story.
- Resolution- 2048x1536 (minimum) Please shoot at the largest picture setting your camera has.
- Make sure your photo is well lit and does not display any other company branding.

**Please submit a video or photo with one of the following themes:**

- **Option 1-** in a creative way, show how LipSense is waterproof/budge-proof. This could show you emerging from a pool, getting caught in the rain, at the beach,

playing with children, on a run, getting hit in the face with a pie; we encourage you to get creative- the possibilities are endless!

- **Option 2-** in a creative way, show how LipSense lasts all day long, up to 18 hours. This could show you at several points throughout your day- waking up, eating, going to work, exercising, and kissing your child goodnight. Other creative concepts in showing the longevity of LipSense are welcome.
- **Option 3-** in a creative way, show how LipSense is kiss-proof/smudge-proof. This could show you kissing your partner, your child, your pet, with no color transfer.
- **Option 4-** Show how LipSense can be layered to create custom, one-of-a-kind colors. There are thousands of color possibilities with LipSense! Please use only LipSense shades included in the 36 color palette included in the current Beauty Book.

### 3. Submit your video or photograph(s)

- Email as an attachment to [billboard@senegence.com](mailto:billboard@senegence.com) by August 31, 2017. If the attachment is too large to send by email, please use a file-sharing service, such as Dropbox.
- The subject of your email should say:

Option [1, 2, 3, or 4] Billboard Submission by [your name] and Distributor ID#

If your photo or video is chosen for an upcoming billboard, you will be notified by SeneGence International's Marketing Department.

#### **Please read carefully:**

By submitting any photographs and/or videos ("Submissions") to [billboard@senegence.com](mailto:billboard@senegence.com), Independent Distributor hereby grants to SGII, Inc. d.b.a. SeneGence International® ("Company") and its affiliates, and each of their respective permitted sublicensees, successors, and assigns (each, a "Licensee") the nonexclusive, perpetual and irrevocable right and license throughout the World to use the Submissions in all formats and media, whether now known or existing or hereafter discovered or developed, for all or any purposes whatsoever, including, but not limited to, for purposes of publication, commerce, and trade and in connection with or as part of Licensee's trade name, or any goods, services, package, container, label, trademark, logo, trade dress, or advertising, promotional, marketing, or sales materials. Licensee shall have the rights (a) to use or exploit the Submissions and (b) to exercise its rights hereunder through any of its employees, agents, and independent contractors. By providing the Submissions to Company, Independent Distributor hereby represents and warrants that: (a) the Submissions are Independent Contractor's sole and original creation; (b) Independent Contractor has not granted will not grant any license, lien, security interest, or other encumbrance in, to, or under the Submissions, and has not and will not enter into any license or contractual or other obligation, that could conflict or interfere with Licensee's receipt or exercise of its rights or license hereunder; and (c)

the Submissions do not, and use thereof as permitted hereunder will not, violate any law or regulation or infringe or otherwise violate any right of any third party, including, but not limited to, any copyright, trademark, patent, trade secret or other intellectual property right, any right against defamation, or any right of publicity or privacy. Independent Contractor will own and retain all right, title, and interest in and to the Submissions, subject to the license granted herein by submitting the Submissions to Company.