

## LEE JEANS 'REDISCOVER WORK LIFE' DIGITAL CAMPAIGN

### **ELIGIBILITY**

THE LEE JEANS 'REDISCOVER WORK LIFE' DIGITAL CAMPAIGN IS OPEN ONLY TO RESIDENTS OF INDIA. PARTICIPANTS MUST BE 18 YEARS AND ABOVE.

### **CAMPAIGN PERIOD**

THE COMPETITION WILL TAKE PLACE BETWEEN 09:00:00 ON 15 MAY, 2017, AND 23:59:59 ON 30 JULY, 2017 (GMT+5.5)

### **TERMS & CONDITIONS**

1. PARTICIPATION IN THE COMPETITION CONSTITUTES THE PARTICIPANT'S FULL AND UNCONDITIONAL AGREEMENT TO THESE COMPETITION TERMS AND ADMINISTRATOR'S DECISIONS, WHICH ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE COMPETITION.

2. THE ORGANIZER OF THIS COMPETITION IS V F BRANDS INDIA PRIVATE LIMITED (THE "ORGANIZER")

3. EMPLOYEES, OFFICERS AND REPRESENTATIVES OF THE ORGANIZER OR ANY OF THEIR PARENTS, SUBSIDIARIES OR AFFILIATES, AS WELL AS THE IMMEDIATE FAMILY (SPOUSE, PARENTS, SIBLINGS, AND CHILDREN) AND HOUSEHOLD MEMBERS OF EACH SUCH EMPLOYEES ARE NOT ELIGIBLE. PARTICIPATION IN THE COMPETITION CONSTITUTES THE PARTICIPANT'S FULL AND UNCONDITIONAL AGREEMENT TO THESE COMPETITION TERMS AND ADMINISTRATOR'S DECISIONS, WHICH ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE COMPETITION. WINNING IS CONTINGENT UPON FULFILLING ALL REQUIREMENTS SET FORTH HEREIN.

#### **4. RULES OF PARTICIPATION:**

- THE PARTICIPANT IS REQUIRED TO TAKE PART IN THE 'LEE JEANS – REDISCOVER WORK LIFE' DIGITAL CAMPAIGN
- THE PARTICIPANT IS REQUIRED TO LIKE/FOLLOW THE 'LEE JEANS' SOCIAL HANDLES –

<https://www.facebook.com/leeindia/>

[https://twitter.com/Lee\\_India](https://twitter.com/Lee_India)

<https://www.instagram.com/leejeansindia/>

- THE PARTICIPANT CAN TAKE PART IN THE 'LEE JEANS – REDISCOVER WORK LIFE' DIGITAL CAMPAIGN ON ANY OF THE ABOVE MENTIONED SOCIAL PLATFORMS.
- THE PARTICIPANT MUST SHOW HIS/ HER OWN IDEAS OF HOW TO REDISCOVER WORKLIFE WITH VIDEO/PHOTOGRAPHY BY UPLOADING TO A PUBLIC INSTAGRAM/ TWITTER /FACEBOOK ACCOUNT WITH THE INCLUSION OF THE HASHTAG (#) OF 'REDISCOVERWORKLIFE' AND LEE JEANS OFFICIAL CHANNEL AS DESCRIBED IN INSTRUCTIONS FOUND ON WWW.LEE.IN
- THE PARTICIPANT MUST MAKE SURE THAT HIS/ HER SOCIAL MEDIA ACCOUNTS CAN BE VIEWED BY EVERYONE.

PRIZES:

THE FIRST WINNER IN THE 'COMPETITION' WILL RECEIVE A LEE BOOKNITURES AND A GIFT VOUCHER WORTH RS. 3500 EVERY WEEK TWO OTHER WINNERS WILL RECEIVE A DENIMITE AND A GIFT VOUCHER WORTH RS. 1000 EVERY WEEK.

5. PRIZES WILL BE DETERMINED BY VF INDIA LIMITED, ON THE BASIS OF CREATIVITY AND WRITTEN IDEAS OF THE VIDEO/ PHOTOGRAPHIC SUBMISSIONS THAT BEST REPRESENT THE IDEA OF HOW TO REDISCOVER WORKLIFE.

6. PRIZES ARE NON-TRANSFERABLE, NON-REDEEMABLE FOR CASH AND NON-RETURNABLE.

7. PRIZE WINNERS WILL BE ANNOUNCED AT THE END EVERY WEEK FOR THE DURATION OF THE CAMPAIGN AND THE PRIZES WILL BE ANNOUNCED AT THE END OF THE CAMPAIGN. THE PRIZE WINNERS WILL BE NOTIFIED BY PRIVATE MESSAGE IN THEIR SOCIAL MEDIA CHANNELS. PRIZE WINNERS MUST SEND A REPLY WITH THEIR ADDRESS AND DETAILS FOR VERIFICATION WITHIN ONE WEEK OF THE OFFICIAL WINNER ANNOUNCEMENT FOR CONFIRMATION. FAILURE TO DO SO WILL RESULT IN THE PRIZE BEING FORFEITED,

AND THE ORGANIZER WILL AWARD THE PRIZE TO AN ALTERNATIVE PARTICIPANT.

8. THE ORGANIZER WILL STRIVE TO FULFIL THE PRIZE REQUIREMENTS BUT RESERVES THE RIGHT TO ALTER THE FULFILLMENT AT ANY TIME.

9. BY AGREEING TO SUBMIT VIDEO/ PHOTOGRAPHY AND WRITTEN IDEAS TO THE SUBMISSIONS GALLERY AND ON PUBLIC INSTAGRAM ACCOUNT WITH THE REQUIRED HASHTAG (#), THE PARTICIPANT AGREES TO ALLOW THE ORGANIZER TO USE THE MATERIAL FOR PROMOTIONAL PURPOSES, INCLUDING POSTING TO THE BRAND WEBSITE AND SOCIAL MEDIA CHANNELS.

10. THE PARTICIPANT VERIFIES THAT ALL IMAGES UPLOADED TO THE LEE JEANS 'REDISCOVER WORK LIFE' APAC DIGITAL CAMPAIGN ARE ORIGINAL IMAGES BELONGING TO THE PARTICIPANT AND NOT IN CONTRAVENTION OF ANY COPYRIGHT LAWS.

11. FOR ANY PHOTOGRAPH OR VIDEO SUBMITTED IN WHICH ANOTHER PERSON IS RECOGNIZABLE, ANY LIABILITY FOR CLAIMS FOR MISUSE OF THAT IMAGE SHALL LIE WITH THE PARTICIPANT AND NOT WITH THE ORGANIZERS OF THE EVENT.

12. DISCLAIMER: THE ORGANIZERS SHALL NOT BE RESPONSIBLE FOR: (A) ANY LATE, LOST, MISROUTED, GARBLED, DISTORTED, OR DAMAGED TRANSMISSIONS OR ENTRIES; (B) TELEPHONIC, ELECTRONIC, HARDWARE, SOFTWARE, NETWORK, INTERNET, OR OTHER COMPUTER OR COMMUNICATIONS RELATED MALFUNCTIONS OR FAILURES; (C) ANY CONTEST DISRUPTIONS, INJURIES, LOSSES OR DAMAGES CAUSED BY EVENTS BEYOND THE CONTROL OF THE ORGANIZER OR BY NON-AUTHORIZED HUMAN INTERVENTION; OR (D) ANY PRINTING OR TYPOGRAPHICAL ERRORS IN ANY MATERIALS ASSOCIATED WITH THE CONTEST.

13. BY ENTERING THE CONTEST, ENTRANTS GRANT THE ORGANIZER A ROYALTY-FREE, WORLDWIDE, PERPETUAL, NON-EXCLUSIVE LICENSE TO REPRODUCE, DISPLAY, DISTRIBUTE, AND CREATE DERIVATIVE WORKS OF THE ENTRIES, IN WHOLE OR IN PART, IN ANY MEDIA OR PRODUCT NOW EXISTING OR

SUBSEQUENTLY DEVELOPED, FOR ANY EDUCATIONAL, PROMOTIONAL, PUBLICITY, EXHIBITION, ARCHIVAL, SCHOLARLY AND ANY OTHER GOVERNMENTAL PURPOSES. ANY PHOTOGRAPH REPRODUCED MAY OR MAY NOT INCLUDE A PHOTOGRAPHER CREDIT AT THE SOLE DISCRETION OF THE ORGANIZER. THE ORGANIZERS WILL NOT BE REQUIRED TO SEEK ANY ADDITIONAL APPROVAL IN CONNECTION WITH SUCH USES.

14. THE PARTICIPANT AGREES THAT IT IS HIS/ HER SOLE RESPONSIBILITY TO OBTAIN ALL PERMISSIONS NECESSARY FOR THE GRANT OF THE RIGHTS CONTAINED IN PARAGRAPH 14 ABOVE. THE PARTICIPANT ALSO AGREES, AS A CONDITION OF BEING AWARDED ANY PRIZE IN THE CONTEST, TO TAKE, AT THE ORGANIZER'S REQUEST, ANY FURTHER ACTION (INCLUDING, WITHOUT LIMITATION, EXECUTION OF ASSIGNMENTS, TRANSFERS, AFFIDAVITS AND OTHER DOCUMENTS) REASONABLY NECESSARY, AS REQUESTED BY THE ORGANIZER, TO EFFECT, PERFECT, OR CONFIRM THE ORGANIZER'S RIGHTS IN AND TO HIS/ HER PHOTOGRAPHS AND VIDEOS OR OTHER RIGHTS GRANTED IN THESE RULES.

15. THE PARTICIPANT WARRANTS THAT (I) THE PHOTOGRAPHS AND VIDEOS ARE ORIGINAL AND DO NOT INFRINGE UPON OR VIOLATE THE RIGHTS OF ANY THIRD PARTY; (II) THE TRANSFER OF OWNERSHIP OF THE PHOTOGRAPHS AND VIDEOS UNDER THIS AGREEMENT WILL NOT VIOLATE OR INFRINGE THE RIGHTS OF ANY THIRD PARTY; AND (III) THE PHOTOGRAPHS AND VIDEOS ARE NOT SUBJECT TO ANY ENCUMBRANCES. THE PARTICIPANT WILL INDEMNIFY, DEFEND AND HOLD HARMLESS VF CORP, ITS SUBSIDIARIES AND/ OR AFFILIATES FROM ANY CLAIMS, DAMAGES, LOSSES OR EXPENSES (INCLUDING ATTORNEY'S FEES) ARISING OUT OF ANY BREACH OR ANY ALLEGED BREACH OF ANY OF THE FOREGOING WARRANTIES.

16. THE ORGANIZER RESERVES THE RIGHT TO DISQUALIFY ANY PARTICIPANT FOUND OR SUSPECTED OF FALSIFYING THEIR IDENTITY IN ORDER TO TAKE PART IN THE COMPETITION. THE ORGANIZER ALSO RETAINS THE RIGHT TO RECOVER DAMAGES OR OTHER

COMPENSATION FROM ROGUE PARTICIPANTS. PROHIBITED ACTS INCLUDE BUT ARE NOT LIMITED TO THE FOLLOWING:

- USING ONE IDENTITY OR IP ADDRESS TO REGISTER FOR MULTIPLE ACCOUNTS
- USING ANOTHER PERSON'S IDENTITY OR ACCOUNT TO PARTICIPATE IN THE COMPETITION WHETHER EXPRESSLY OR PROHIBITED
- EXPLOITING TECHNICAL LOOPHOLES OR ANY MECHANICAL FAULTS TO RETRIEVE A PRIZE

17. THIS COMPETITION IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY OR ASSOCIATED WITH INSTAGRAM OR TWITTER OR FACEBOOK OR ANY OTHER SOCIAL MEDIA PLATFORM.

18. THE ORGANIZER RESERVES THE RIGHT TO MAKE THE FINAL DECISION ON ALL MATTERS ASSOCIATED WITH THE COMPETITION. THE DECISION OF THE ORGANIZER WILL BE FINAL AND BINDING.