

# OFFICIAL RULES & REGULATIONS

## #ArmorSocks

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PROMOTION DESCRIPTION: The “2020 Armor Socks” social media contest (the “Contest”) begins Monday April 13, 2020 at 9 a.m. CT through Thursday December 31, 2020 at 4 p.m. CT. The Contest is sponsored by Armor Defense Inc. (“Armor”).

NO PURCHASE NECESSARY. No purchase or payment necessary to enter and win.

ELIGIBILITY: To be eligible, participants must be legal residents of the United States of America, and of 18 years of age or older. Employees of Armor and their immediate family members are not eligible to participate in the Contest. The Contest is void where prohibited by law.

HOW TO ENTER: The Contest must be entered by submitting an original photo of the participant wearing the Armor branded socks, and distributed publicly using the hashtag #ArmorSocks and tagging Armor’s official social media handles on Twitter, Facebook, or Instagram during the Contest time frame. Participants can enter multiple times over multiple months. Armor socks must be visibly seen in the photo, whether individual’s face is visible or not.

INTELLECTUAL PROPERTY: Participant represents and warrants that Participant has the right to grant any and all rights and licenses granted to Armor herein, including but not limited to all necessary rights under copyright, free and clear of any claims or encumbrances. Participant must indemnify and hold harmless Armor for any infringement or other action caused by Entry. All Entries become property of Armor. Armor may, but has no obligation to, post, display, or otherwise make publicly available any content submitted by Participant. Participant grants Armor and Authorized Persons license to publish, display, and otherwise use Participant’s name, image, and likeness in connection with to the Contest or for advertising and promotional purposes of Armor, in perpetuity throughout the universe and in any medium or format whatsoever, without further consent from or any royalty, payment, or other compensation to me, and at Armor’s discretion.

PRIZE: One winner will be chosen at random per month, with the exception that April & May entries will be combined for one winner. The winner of the Contest will receive one prize to be determined (estimated value \$100); prize will be updated on [www.armor.com/socks](http://www.armor.com/socks) monthly. No cash or other prize substitution shall be permitted except at Armor’s discretion. The prize is nontransferable. No substitution of prize or transfer/assignment of the prize to others or request for the cash equivalent by the winner is permitted. Acceptance of the prize constitutes permission for Armor to use winner’s name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.

WINNER SELECTION AND NOTIFICATION: One winner will be selected and announced at 2 p.m. CT for each month (May through December 2020) within the first week of the following month. Winner has 5 business days to confirm or Armor will select alternate winner. Winners will be randomly selected from all participants using GUID numbers via Random Picker under the supervision of Armor. The winners will receive the prizes via electronic distribution or mail depending on the prize.

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