

## **Fashion Influencers Lab Sweepstakes Official Rules**

1. NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. By participating, you agree to be bound by these Official Rules and the decisions of the Sponsor, which are binding and final in all matters relating to this Sweepstakes.

2. SPONSOR: The sponsor of the Sweepstakes is Fossil Partners, L.P., 901 S. Central Expressway, Richardson, TX 75080.

THE INFORMATION YOU PROVIDE WILL BE USED TO ADMINISTER THE CONTEST.

3. PROMOTION PERIOD: The Sweepstakes begins at 10:00 a.m. CT on February 9, 2017, and ends at 10:00 a.m. CT on June 21, 2017 ("End Date"). Sponsor's computer is the official time keeping device for this Sweepstakes. Entrants are responsible for determining the corresponding time zone in their respective jurisdiction.

4. ELIGIBILITY: The Sweepstakes is open only to residents of the United States who are registered members of the Fashion Influencers Lab Community ("FILC"). Entrants must be 18 years old or older at time of entry. Employees of Sponsor, and each of its subsidiaries, parents, partners, affiliates and other related entities, and any other individual or entity associated with the development or administration of the Sweepstakes (collectively, the "Sweepstakes Entities"), as well as members of such employees' immediate families (spouses, children, siblings, parents), and persons living in the same household as such persons, whether or not related, are not eligible to participate in the Sweepstakes. The Sweepstakes is subject to all applicable national, federal, state and local laws and regulations and is void where prohibited by law. Proof of eligibility must be provided upon request.

5. HOW TO ENTER: To enter the Sweepstakes, Entrants may enter by following the link in the Entrant's invitation to participating surveys on the FILC survey website, or by accessing the FILC survey website directly at <https://www.thefashioninfluencerslab.com>. As an alternative method of entry, you may enter by first class mail by providing us with a 3x5 postcard that includes your name, address, telephone number, and email address along with a self-addressed stamped envelope to: Fashion Influencers Lab Sweepstakes Entry, 901 S. Central Expressway, Richardson, Texas 75080, which must be mailed no later than June 21, 2017 and received no later than June 28, 2017. Entrants will receive one (1) entry into a quarterly prize draw for every participating survey completed or alternative entry received during the quarterly period (up to a total number of 6 entries per individual). Completion of a FILC survey or any other survey is not required to enter the Sweepstakes. Except as otherwise contemplated in these Official Rules, and to the extent entrants may otherwise elect at the time of entry, personal information collected in connection with the Sweepstakes will be used in accordance with the online privacy policy available at <https://www.thefashioninfluencerslab.com>. Any communication or information transmitted to Sponsor by e-mail or otherwise is and will be treated as non-confidential and non-proprietary. Proof of submission is not considered proof of delivery to or receipt of such entry. Furthermore, Sponsor shall have no liability for any Submission that is lost, intercepted or not received by Sponsor. Sponsor is the official time keeper for the Sweepstakes. All entry

information and materials, including any copy of the submission submitted to Sponsor, become the property of Sponsor and will not be acknowledged or returned. Limit 6 entry per person.

Sponsor reserves the right, in its sole discretion, to reject, disqualify, modify, edit, and revise entries, or related materials that the Sponsor deems to be obscene, defamatory, profane, offensive, lewd, pornographic, false, misleading, deceptive, or otherwise inconsistent with its editorial standards, audience expectations, or reputational interests or that Sponsor believes may violate any applicable law or regulation or the rights of any third party. Sponsor reserves the right, in its sole discretion, to verify any element of any entry or related materials, request additional information and to disqualify any entrant whose participation may subject Sweepstakes, Sponsor or Sponsor's customers to controversy, negative publicity, scorn or ridicule.

Entrant is hereby granting Sponsor an unlimited license to use the entry in any form or manner (subject to the privacy policy) and allowing Sponsor the right to alter or amend the entry. Entrant will not object to any use by Sponsor of the entry and is waiving all moral rights associated with the entry. All comments, feedback, suggestions, ideas, and other submissions disclosed, submitted or offered to Sponsor on or by the entry or otherwise disclosed, submitted or offered in connection with the Sweepstakes (collectively, "Comments") shall be and remain Sponsor's property. Such disclosure, submission or offer of any Comments shall constitute an assignment to Sponsor of all worldwide right, title and interest in all copyrights and other intellectual properties in the Comments. Sponsor is and shall be under no obligation (1) to maintain any Comments in confidence; (2) to pay to Entrant any compensation for any Comments; or (3) to respond to any user Comments. You further agree that none of the Comments submitted by you in the entry will be or contain libelous or otherwise unlawful, abusive or obscene material. You are and shall remain solely responsible for the content of any Comments you make.

Entries generated by script, macro or other automated means or practices, or by any means which subvert the entry process will be void.

6. PRIZE: There are a total of five (5) Prizes for this Sweepstakes. The types and values of the prizes are listed in the table below:

<b>Prize Type</b>	<b>MSRP</b>
Five (5) Single Use Promo Code that can be used for any purchase on the fossil.com website (*Some Exclusions Apply).	\$100

*(\*Offer valid through September 30, 2017 at 11:59 PM CT on fossil.com only. Promotional code needed for fossil.com purchases including Full Price Traditional Watches, Leather goods, Jewelry, Fossil Q and Sale Items. Offer not valid on the purchase of Opening Ceremony products or design a watch or for in-store purchases or outlet stores purchases. Valid on a single receipt purchase of in stock merchandise only. Excludes taxes and shipping and handling charges. Not redeemable for cash, non-transferable and cannot be replaced if lost or stolen. Void if altered, copied, transferred or sold through any online auction. Not valid on previous sales, purchases of gift cards, or gift wraps.)*

Winners may not substitute, assign or transfer a prize or redeem a prize for cash. Winners must provide a valid email address to Sponsor within 10 days of request from Sponsor or winner may forfeit his/her prize. Winner is responsible for all applicable national, federal, state and local

taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. The awarding of any prize is contingent upon full compliance with these Official Rules.

7. ODDS: Many will enter, only five (5) will win. The odds of winning depend upon the number of eligible entries received. Sponsor cannot accurately predict the number of entrants who will participate in the Sweepstakes.

8. WINNER SELECTION: Sponsor will select the winners at random. The winners will be selected on or around June 29, 2017. In the event a winning entry is discovered to be invalid for any reason whatsoever or the person who submitted the winning entry fails to comply with these Official Rules prior to delivery of the prize, the prize may be forfeited and awarded to an alternate winner. Winning entrants may only win one prize. If an Entrant who already has a winning entry is selected for another prize for a different entry, an alternate winner will be selected.

9. NOTICE TO WINNER: Attempts to notify potential winner will be made using the e-mail address provided at entry. Sponsor is not responsible for e-mail, telephone or other communication problems of any kind. If, despite reasonable efforts, a potential winner does not respond within seven (7) days of the first notification attempt (or such shorter time as exigencies may require), or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected.

10. VERIFICATION OF WINNER: Potential winner may be required to complete and return an Affidavit of Eligibility, IRS W9 form or other tax related forms, Release of Liability/Publicity or other documentation as requested by Sponsor within seven (7) days of the date of notification or an alternate winner may be selected. If such documents are not returned within the specified time period, prize or prize notification is returned as undeliverable, Sponsor is unable to contact any potential winner or any potential winner is not in compliance with these Official Rules, prize will be forfeited and, at Sponsor's discretion, a runner-up winner may be selected.

11. SPONSOR SHALL NOT BE RESPONSIBLE OR LIABLE FOR ENTRIES THAT ARE ENTERED BY OTHER THAN HUMAN MEANS (SUCH AS BY AN AUTOMATED COMPUTER PROGRAM OR ANY NON-HUMAN MECHANISM, ENTITY, OR DEVICE), IN EXCESS OF THE STATED LIMIT, OR FOR ENTRIES THAT ARE LATE, FORGED, DESTROYED, LOST, MISPLACED, STOLEN, MISDIRECTED, TAMPERED WITH, INCOMPLETE, DELETED, DAMAGED, GARBLED, OR OTHERWISE NOT IN COMPLIANCE WITH THESE OFFICIAL RULES, AND ALL SUCH ENTRIES WILL BE DISQUALIFIED. BY ENTERING THE SWEEPSTAKES, TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, EACH ENTRANT AGREES: (A) TO BE BOUND BY THESE OFFICIAL RULES AND BY ALL APPLICABLE LAWS AND ALL DECISIONS OF SPONSOR WHICH SHALL BE BINDING AND FINAL; (B) TO WAIVE ANY RIGHTS TO CLAIM AMBIGUITY WITH RESPECT TO THE OFFICIAL RULES; (C) TO WAIVE ALL OF HIS OR HER RIGHTS TO BRING ANY CLAIM, ACTION, OR PROCEEDING AGAINST ANY OF THE SWEEPSTAKES ENTITIES; AND (D) TO RELEASE,

INDEMNIFY, AND HOLD HARMLESS THE SPONSOR, PINTEREST, AND EACH OF THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, AGENTS AND REPRESENTATIVES, FROM ANY LIABILITY (INCLUDING, WITHOUT LIMITATION, LIABILITY FOR ANY PROPERTY LOSS, DAMAGE, PERSONAL INJURY, BODILY INJURY, DEATH, LOSS, EXPENSE, ACCIDENT, DELAY, INCONVENIENCE OR IRREGULARITY), COSTS AND EXPENSES (INCLUDING, WITHOUT LIMITATION, REASONABLE OUTSIDE ATTORNEY'S FEES AND COSTS) THAT MAY ARISE IN CONNECTION WITH: (I) THE ENTRANT'S PARTICIPATION OR INABILITY TO PARTICIPATE IN THE SWEEPSTAKES, (II) TYPOGRAPHICAL ERRORS IN THE OFFICIAL RULES OR ANY SWEEPSTAKES PROMOTIONAL MATERIALS, (III) ACCEPTANCE OR POSSESSION, DEFECTS IN, USE, MISUSE OR INABILITY TO USE ANY PRIZE (OR ANY COMPONENT THEREOF), (IV) ANY CHANGE BY ANY COMPANY OR ANY OTHER PERSON PROVIDING ANY OF THE COMPONENTS OF A PRIZE DUE TO REASONS BEYOND SPONSOR'S CONTROL OR AS OTHERWISE PERMITTED HEREUNDER, (V) ANY INTERRUPTIONS IN OR POSTPONEMENT, CANCELLATION, OR MODIFICATION OF THE SWEEPSTAKES, (VI) HUMAN ERROR, (VII) INCORRECT OR INACCURATE TRANSCRIPTION, RECEIPT OR TRANSMISSION OF ANY PART OF THE ENTRY (INCLUDING, WITHOUT LIMITATION, THE ENTRY INFORMATION OR ANY PARTS THEREOF), (VIII) ANY TECHNICAL MALFUNCTIONS OR UNAVAILABILITY OF THE WEBSITES OR ANY TELEPHONE NETWORK, COMPUTER ONLINE SYSTEM, COMPUTER DATING MECHANISM, COMPUTER EQUIPMENT, SOFTWARE, OR INTERNET SERVICE PROVIDER UTILIZED BY ANY OF THE SPONSOR OR BY AN ENTRANT, (IX) INTERRUPTION OR INABILITY TO ACCESS THE SWEEPSTAKES, ANY SWEEPSTAKES-RELATED WEB PAGES, OR ANY ONLINE SERVICE VIA THE INTERNET DUE TO HARDWARE OR SOFTWARE COMPATIBILITY PROBLEMS, (X) ANY DAMAGE TO ENTRANT'S (OR ANY THIRD PERSON'S) COMPUTER OR ITS CONTENTS RELATED TO OR RESULTING FROM ANY PART OF THE SWEEPSTAKES, (XI) ANY LOST OR DELAYED DATA TRANSMISSIONS, OMISSIONS, INTERRUPTIONS, DEFECTS, OR ANY OTHER ERRORS OR MALFUNCTIONS, (XII) ANY WRONGFUL, NEGLIGENT, OR UNAUTHORIZED ACT OR OMISSIONS ON THE PART OF ANY OF THE SPONSOR, OR ANY OF THEIR AGENTS OR EMPLOYEES, OR (XIII) ANY OTHER CAUSE, CONDITION OR EVENT WHATSOEVER BEYOND THE CONTROL OF THE SPONSOR. WINNER HEREBY ACKNOWLEDGES THAT THE SPONSOR HAS NEITHER MADE NOR IS IN ANY MANNER RESPONSIBLE OR LIABLE FOR ANY WARRANTY, REPRESENTATION OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO ANY PRIZE OR COMPONENT THEREOF, INCLUDING ANY EXPRESS OR IMPLIED WARRANTIES, EXCEPT WHERE SUCH DISCLAIMER OF WARRANTY WOULD BE PROHIBITED BY APPLICABLE LAW.

12. Acceptance of a prize constitutes each winner's permission for Sponsor to use such winner's name, photograph, likeness, voice, biographical information, statements and address (city and province) provided in connection with this Sweepstakes for advertising or publicity purposes, worldwide, and in all forms of media now known or hereafter developed, in perpetuity, without further compensation.

13. Sponsor reserves the right to suspend or cancel the Sweepstakes or modify these Official Rules as necessary for any reason or as required by applicable law. Sponsor reserves the right, in its sole discretion, to disqualify from the Sweepstakes, and ban from any future promotions, any person it believes to have intentionally violated these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or to have tampered with any element of the Sweepstakes without notice to the disqualified or banned person.

14. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants and Sponsor in connection with the Sweepstakes shall be governed by and construed in accordance with the laws of the state of Texas without giving effect to any choice of law or conflict of laws rules or provisions. Any legal claims arising out of or relating to the Sweepstakes or these Official Rules must exclusively be brought in the federal, state or local courts located in Dallas, Texas.

15. For winner's name, available after June 30, 2017, send a separate, self-addressed, stamped envelope to Winner's List, Fashion Influencers Lab Sweepstakes, 901 S. Central Expressway, Richardson, Texas 75080 USA or send an email to [legal@fossil.com](mailto:legal@fossil.com) requesting a list of winners in the Fashion Influencers Lab Sweepstakes. Winner's list requests must be received by July 10, 2017.