

## 2014 “Cupani Fashion • Crocheted Fashion for the Distinguished” – Prize Contests

Six (6) Models will be wearing Cupani’s crocheted garments and presenting Cupani Fashion at the *Inside Chic*, Atlanta Apparel event, October 16-19<sup>th</sup>, 2014. Meet and greet the Cupani’s Designer and its Models at Cupani’s booth # 3-342, 3<sup>rd</sup> fl., 3<sup>rd</sup> Bldg. Explore Cupani’s collections and enter a photo contest on Cupani’s Fashion Facebook page at <https://www.facebook.com/cupanifashion> and Instagram <http://instagram.com/cupanifashion>. Share your comments about garments that you like the most, and what do you want to see /expect from Cupani Fashion during the upcoming 2015 October Atlanta Apparel event. The four (4) winners will then be announced, notified, and received the prize (see Section 7. PRIZE DESCRIPTIONS). Four (4) winning photos will also be added to the “Winners Gallery” on Cupani Fashion photo album page.

### PRIZE DESCRIPTIONS

#### "2014 Cupani’s Photo Contest Prizes"

1. **“Entrant & Model” at the Atlanta Apparel event, October 2014:** To qualify for “Entrant & Model” prize, an entrant shall like and follow Cupani Fashion at <https://www.facebook.com/cupanifashion> and Instagram <http://instagram.com/cupanifashion>. An Entrant shall post his/her own photos and share comments. Please note that, as a requisite, any one of Cupani’s Models has to appear on the very same photo with the entrant.
2. **“Entrant & Designer” at the Atlanta Apparel event, October 2014:** To qualify for “Entrant & Designer” prize, Cupani Fashion staff will take a photo of the entrant (i.e., customer or visitor) together with the Designer, Lacie Cupani. Photos along with the entrant’s name will be posted on Cupani Fashion Facebook page at <https://www.facebook.com/cupanifashion> and Instagram <http://instagram.com/cupanifashion>. The entrant shall then like and follow Cupani Fashion, and share his/her comments about Cupani’s garments that he/she likes the most, and what do he/she wants to see or expect from Cupani Fashion during the upcoming 2015 October Atlanta Apparel event.
3. **“Best Model” at the Atlanta Apparel event, October 2014:** To qualify for “Best Model” prize, a Cupani’s Model shall like and follow on Cupani Fashion Facebook page at <https://www.facebook.com/cupanifashion> and Instagram <http://instagram.com/cupanifashion>. Cupani’s Models shall post their own photos taken at the Atlanta Apparel event 2014 and share their comments on <https://www.facebook.com/cupanifashion>. Please note that, as a requisite, any one of Cupani’s Models has to appear on the very same photo with the entrant.
4. **Users’ Choice “Best of the Best” at the Atlanta Apparel event, October 2014:** The Users’ Choice award recognizes the above entrants (1~3) who are most popular with “Likes and comments” on Cupani Fashion Facebook page at <https://www.facebook.com/cupanifashion> and Instagram <http://instagram.com/cupanifashion>.

Get the vote out! Enlist your Atlanta Apparel’s customers/visitors, friends and fans to vote for you and your looks at the Atlanta Apparel event, October 2014. Chances are, you could be featured in our showcase and receive a prize!

### 2014 Cupani Photo Contest “Cupani Fashion • Crocheted Fashion for the Distinguished” – Prize Contest

The Entrant can refer to contest entries originated from either a customer / visitor (the Entrant him-/herself), a Cupani Fashion Model, or Cupani Fashion Designer, Lacie Cupani. Cupani Fashion LLC is the Promoter referred to in these promotional terms, collectively, as the “Prize Contests” (the “Promoter”). By entering the prize contests in accordance with requirements described in Section 4, the Entrant accepts these promotional terms and the Promoter’s Privacy Policy.

#### 1. PROMOTION PERIOD. The starting and closing dates for each prize contest are shown below:

- **October 20-November 3, 2014:** The starting date for all photo posts is 00:01am EST / 05:01am GMT / 06:01am CET on October 20<sup>th</sup>, 2014. The closing date is 00:01am EST / 05:01am GMT / 06:01am CET on November 3<sup>rd</sup>, 2014. Customers, visitors, models, as well as Cupani Fashion Staff can post photos taken at the Atlanta Apparel event October 2014, like & follow Cupani Fashion, and share comments on the Promoter’s Facebook page at <https://www.facebook.com/cupanifashion> and Instagram <http://instagram.com/cupanifashion>.
- **November 4-28, 2014:** The 10 photos with the highest overall scores (awarded by the judging panel “Top 10 Photographs”), will be posted together with the entrants’ names on the Promoter’s Facebook page at <https://www.facebook.com/cupanifashion> and Instagram <http://instagram.com/cupanifashion> as well as [www.cupanifashion.com](http://www.cupanifashion.com).

- **December 5, 2014:** Four (4) winners will be announced.
- **December 20, 2014:** Four (4) prizes will be mailed to winners.  
Please note that starting and closing dates will be strictly enforced. No exceptions.

**2. ELIGIBILITY.** The prize contests are open to anyone age 18 years or older, residing in the following countries: continental USA, Canada (excluding Quebec), France, Germany, Poland, Japan, and the United Kingdom. Contest participants can enter one or more prize contests as described in Section 5 below. The following individuals are not eligible to enter a prize contest:

- The Promoter's Employees and their respective families as well as any persons residing at the same residential address as such employees, and
- The Promoter's service providers, agents and anyone professionally associated with any of the Prize Contests.

Age requirements do not apply to Cupani Fashion Models who will be representing Cupani Fashion at the Atlanta Apparel event, October 16-19, 2014.

**3. NO PURCHASE REQUIRED.** An entrant can enter more than one photo content (either with a Cupani Fashion Model or the Designer, Lacie Cupani) although each entry must be unique. Duplicate entries will not be accepted.

**4. HOW TO ENTER MORE THAN ONE PRIZE CONTEST.** An entrant shall comply with contest entry instructions.

To enter, an entrant needs to do the following on Cupani Fashion's Facebook page at <https://www.facebook.com/cupanifashion> and Instagram <http://instagram.com/cupanifashion>

- Like and follow Cupani Fashion
- Post one photo (as a JPG file) which depicts either A) the Entrant together with Cupani Fashion's Model wearing a Cupani Fashion crocheted garment, or B) the Entrant together with Cupani Fashion's designer, Lacie Cupani, taken at the Atlanta Apparel event (3<sup>rd</sup> Building) October 16-19, 2014. The posted photo should be named "Submitted Photograph by [the Entrant's full name]".
- Although entrants can each post more than one photo (together with any one of the six (6) Cupani Fashion's Models and/or Cupani Fashion's Designer, Lacie Cupani), each photo entry must be unique. Duplicate photo entries will not be accepted. An Entrant can meet any one of the six (6) Cupani Fashion's Models and/or Cupani Fashion's Designer, Lacie Cupani, during the Atlanta Apparel event, 3<sup>rd</sup> Building, (3<sup>rd</sup> Building) on October 16-19, 2014.
- Display the Entrant's full name within the comments.
- Provide the Entrant's email address (applies to the four [4] winners only).
- Email an original photo (as a JPG file) taken by the Entrant or by any one of the six (6) Cupani Fashion's Models to [cupanifashion@gmail.com](mailto:cupanifashion@gmail.com) (applies to the four [4] winners only)
- Provide Entrant's residential address (applies to the four [4] winners only)

**5.** The Entrant is entirely responsible for the content of his/her comments, including but not limited to the "Submitted Photograph". Non-compliant contest entries shall be eliminated prior to entering Prize Contests at Cupani Fashion's sole discretion. Contest entries shall be eliminated if:

- the Entrant fails to meet the requirements as described in Section 4 above;
- the submitted attachment contains viruses and/or other malicious code and/or
- the submitted photograph and/or the posted comment is/are deemed unlawful, threatening, discriminating, abusive, libelous, pornographic, obscene, vulgar, indecent, or otherwise inappropriate either toward Facebook, Atlanta Apparel event, Cupani Fashion's designer Lacie Cupani, Cupani Fashion's staff or any one of the six (6) Models wearing Cupani Fashion's garments.

## SELECTION OF WINNERS OF EACH PRIZE CONTEST AND WINNER NOTIFICATION

### 6. PRIZE CONTESTS

Each prize contest winner will be selected as follows:

- A panel of judges comprised of members of Cupani's Editorial Department and appointed by the Promoter will score each of the Submitted Photographs based on the following subjective criteria: **"Entrant's style/emotion"** (30% of the overall score), **"How creative is the entrant in expressing his/her style/emotion"** (30% of the overall score) and **"How 'polished' is the entrant's style/emotion"** (40% of the overall score), collectively referred to as the "Subjective Criteria". If any two or more Submitted Photographs are awarded the same overall score, then the Submitted Photograph, which is awarded the highest score in the category **"How 'polished' is the entrant's style/emotion"** will be ranked higher.
- The 10 photos with the highest overall scores (awarded by the judging panel "Top 10 Photographs"), will be posted together with the entrants' names on Cupani Fashion's Facebook page at <https://www.facebook.com/cupanifashion> and Instagram <http://instagram.com/cupanifashion> as well as [www.cupanifashion.com](http://www.cupanifashion.com) on or around the first business day after the closing date for the relevant prize contest.
- The public will then be able to view and vote for its favorite Top 10 Photographs through the Promoter's website <https://www.facebook.com/cupanifashion> and <http://instagram.com/cupanifashion> until 05:01pm BST / 06:01pm CEST, November 28<sup>th</sup>, 2014 for the relevant prize contest (Users' Choice "Best of the Best"). Only one vote per person and per account. An entrant may vote for him/herself. Those who vote, do not need to be resident in one of the countries set out in Section 2 and can be of any age.
- Upon closure of the public vote, the Top 10 Photographs will be re-scored by a panel of judges appointed by the Promoter (which may or may not be comprised of the same judges who selected the Top 10 Photographs) based on the following criteria: the Subjective Criteria (70% of the overall re-score) and the result of the public vote. The result of the public vote will have a 30% influence on the overall re-score awarded by the judging panel. Please note that the decision of the panel of judges is final.
- The four (4) winners will then be notified by email to the email address the entrants will have provided.
- If the winner: (i) does not respond to such email within 5 calendar days; (ii) refuses to accept the prize; (iii) fails to perform his/her obligations described under Section 12 within one week of a request from the Promoter to do so; (iv) cannot receive the prize notification by email sent to the email address he/she submitted; and/or (v) refuses or is unable to prove his/her eligibility to enter a prize contest, such winner forfeits the rights to receive a relevant prize, and the entrant whose entry was awarded the next highest overall re-score from the judging panel will become the winner and be notified in accordance with this section (Section 6).

### 7. PRIZE DESCRIPTIONS

1. **"Entrant & Model" prize:** The approximate retail value of this prize is USD \$250.
2. **"Entrant & Designer" prize:** The approximate retail value of this prize is USD \$150.
3. **"Best Model" prize:** The approximate retail value of this prize is USD \$75.
4. **Users' Choice "Best of the Best" prize:** The approximate retail value of this prize is USD \$55.

Actual value may vary based on several factors, including but not limited to fluctuations in yarn costs, production, and logistics.

**8. PRIZES** There is no cash alternative in whole or in part for any of the announced prizes. Each prize is non-negotiable and non-transferable.

**9. TAXES** (Relevant to residents of continental USA, Hawaii, Alaska, Canada (excluding Quebec), France, Germany, Poland, Japan, and the United Kingdom only.) This section only applies in the event of monetary awards announced by

the Promoter. For entrants residing in Germany, this section shall not apply, regardless. The winner is solely responsible for the payment of any applicable taxes in relation to the awarded prize. The winner must provide all documentation that may be requested or required by the Promoter for the Promoter to comply with any applicable tax reporting requirements.

#### **10. AUTHORIZATION FOR THE USE OF THE SUBMITTED PHOTOGRAPH(S) AND THE ENTRANT'S NAME**

Upon entering a Prize Contest, an entrant expressly agrees and authorizes the Promoter to use at no charge his/her: (i) image(s); and (ii) full name, city and/or country of residence, in connection with any and all of the Prize Contests, including, but not limited to publication on the Promoter's website – Cupani Fashion <https://www.facebook.com/cupanifashion> and <http://instagram.com/cupanifashion>; videoclips on Cupani Fashion's website [www.cupanifashion.com](http://www.cupanifashion.com); Cupani Fashion's YouTube Channel, the Promoter's websites and its social media channels, including but not limited to Pinterest, Instagram, Twitter and Google+, anywhere in the entire world for a duration of 12 years.

#### **11. LICENCE AND INTELLECTUAL PROPERTY**

An entrant warrants during post of photograph/s either at <https://www.facebook.com/cupanifashion> and Instagram <http://instagram.com/cupanifashion> that:

- his/her Submitted Photograph(s) is of him/herself; and
- the Submitted Photograph(s) is/are his/her own original work, and that it will not infringe upon intellectual property rights or other rights of any other person; or
- he/she has the permission of the photographer who took the Submitted Photograph(s) to use it in connection with the Prize Contests as set out in these promotional terms.

**12.** Upon participation in the Prize Contests, an entrant grants the Promoter and its respective affiliates an irrevocable, worldwide, non-exclusive, royalty-free and fully sub-licensable right and license to use, reproduce, translate, make publicly available and display his/her submission (in whole or in part) solely in connection with any or all of the Prize Contests in all media, whether currently known or developed in the future, including but not limited to periodical or special issues of newspapers, magazines, books, booklets, catalogs, prints, pamphlets, leaflets, webpages, websites, USB flash drives, SD cards, microSD cards, CD-ROMs, DVD and Blu-Ray discs and/or video all of which created and/or distributed by way of but not limited to printing, drawing, duplicating, copying, engraving, photography, cinematographic or magnetic recording, via television, cable or satellite broadcasting, internal databases, exhibitions (in all places in particular galleries, digital galleries and in the aforementioned media, using any means for the promotion and advertising of the exhibition), throughout the world, for the full length of the copyright and/or author's rights in the submission.

**13. PUBLICITY.** By participating in the Prize Contest(s), an entrant agrees to co-operate in all advertising, marketing and publicity material and activities in connection with any or all of the Prize Contests which the Promoter may, at its expense, produce or arrange and agree to sign, if requested, an irrevocable release form allowing the Promoter, without any compensation being payable, to use his/her name, photograph, likeness, details of the country and/or city where he/she lives, any comments made by or attributed to him/her, and to incorporate any such information in any audio/visual recording or broadcast for such promotional purposes, in any media, for a period of 12 years throughout the world, currently known or developed in the future, including but not limited to the following: statements on the Promoter's Facebook page at <https://www.facebook.com/cupanifashion> and Instagram <http://instagram.com/cupanifashion>; videoclips on Cupani Fashion's website [www.cupanifashion.com](http://www.cupanifashion.com); Cupani Fashion's YouTube Channel, the Promoter's websites and its social media channels including but not limited to Pinterest, Instagram, Twitter, and Google+.

**14. PROMOTER'S LIABILITY** (Relevant to residents of continental USA, Hawaii, Alaska, Canada (excluding Quebec), France, Poland, Japan, and the United Kingdom only.) For entrants resident in Germany, the following Section 15 will apply instead of this section (Section 14). Except that the Promoter does not exclude or limit its liability for personal injury or death caused by its negligence or for fraudulent misrepresentation or any other liability that may not, by law, be limited or excluded, the Promoter accepts no liability in relation to an entrant's participation (or inability to participate) in any of the Prize Contests, including without limitation any use made by the winner of (or inability to use) any of the prizes, to the maximum extent permitted by law.

**15. PROMOTER'S LIABILITY** (Relevant to residents of Germany only). This section (Section 15) does not apply to entrants residing in the continental USA, Hawaii, Alaska, Canada (excluding Quebec), France, Poland, Japan, and the United Kingdom. Any liability of the Promoter, its parent and related companies as well as its respective officers, directors, employees and agents (the "Released Parties") in relation to the Prize Contests and irrespective of its legal basis is limited to cases of intent or gross negligence. In cases of slight negligence the Released Parties are only liable if an

essential contractual duty, whose violation endangers the purpose of the contract or whose performance is required to achieve this purpose and in whose performance the consumer trusts (so called "cardinal duties") has been violated. In this case, the liability is limited to damages which are typical and foreseeable. No limitation of liability applies in the case of bodily harm or death.

**16.** The Promoter's determination and decision on all matters will be final and no correspondence will be entered into. Any dispute or situation not covered by these promotional terms will be resolved by the Promoter's management in a manner it deems to be the fairest to all concerned.

**17. APPLICABLE LAWS.** All of the Prize Contests are governed by the laws of the State of Arkansas, except to the extent the laws of an entrant's local jurisdiction prevail.

**18.** If any part of these promotional terms is found to be unenforceable as a matter of law, all other parts of these promotional terms shall be unaffected and shall remain in force.

**19. DATA PROTECTION.** By entering the Prize Contests, an entrant is providing his/her personal data to the Promoter as data manager. The personal data which an entrant provides will be exclusively used by the Promoter for the administration of the Prize Contests.

**20. WINNER LIST.** The list of winners (name, country and city) of each Prize Contest will be published on the Promoter's Facebook page at <https://www.facebook.com/cupanifashion>, Instagram <http://instagram.com/cupanifashion>, Cupani Fashion's website [www.cupanifashion.com](http://www.cupanifashion.com). The list of winners (name, country and city) of each Prize Contest may also be obtained through a written request by sending a self-addressed envelope to:

Winner List  
"2014 Cupani Fashion Photo Contest"  
Cupani Fashion, 12201 Mara Lynn Rd., 1106  
Little Rock, AR 72211

**21.** Any queries and comments should be directed in writing to "2014 Cupani Photo Contest" Cupani Fashion, 12201 Mara Lynn Rd. 1106, Little Rock, AR 72211

The starting and closing dates for the prize contests are set out in Section 1 of these promotional terms.