

## **Google Cloud Machine Learning Startup Contest Official Rules**

**NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED. VALID IN THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA ONLY.**

**ENTRY IN THIS CONTEST CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES.**

The Google Cloud Machine Learning Startup Contest (the “Contest”) is a skill contest where entrants submit information about how their startup company (“Startup”) uses machine learning to create groundbreaking technology attacking previously unsolvable problems at scale. The information (the “Entry”) will be evaluated by judges, who will choose up to ten (10) Startups with the highest scores based on the judging criteria to pitch their Startup and demonstrate their product at the Startup Showcase Event, which will be held on or about August 2017 (exact date tbd) (the “Event”). The prize(s) will be awarded to entrant(s) whose performance at the Event is evaluated as having the highest score based on the judging criteria. See below for the complete details.

**1. BINDING AGREEMENT:** In order to enter the Contest, you must agree to these Official Rules (“Rules”). Therefore, please read these Rules prior to entry to ensure you understand and agree. You agree that submission of an entry in the Contest constitutes agreement to these Rules. You may not submit an entry to the Contest and are not eligible to receive the prizes described in these Rules unless you agree to these Rules. These Rules form a binding legal agreement between you and Google with respect to the Contest.

**2. ELIGIBILITY:** To be eligible to enter the Contest, you must: (1) be a legal resident of and physically located in the 50 United States or the District of Columbia; (2) be above the age of majority in the state or jurisdiction where you reside at the time of entry; (3) be a director, officer (CEO, CFO, etc.), general manager, owner, or founder of a Startup; and (4) have access to the Internet as of March 9, 2017. In addition, to be eligible to enter the Contest, your Startup must: (1) have raised less than USD \$5,000,000.00 in funding as of March 9, 2017; (2) be incorporated in one of the 50 United States or the District of Columbia; and (3) be either actively implementing machine learning (meaning the Startup has training data and a working machine learning model in development or in production) or using pre-trained machine learning APIs in a product that has launched in one of the 50 United States or the District of Columbia as of March 9, 2017 (any type of product launch is acceptable, including public, private, stealth, beta, etc.). Further, to be eligible for the “Built With Google” prizes, your Startup must have built its product (in whole or in part) on Google Cloud Platform as of March 9, 2017. To be eligible for the Emergence Capital prize, your Startup’s product must be described in your Entry as an enterprise product or intended for a B2B market as the target audience.

If you are employed by a Startup and are entering on the Startup’s behalf, these rules are binding on you, individually, and/or your employer. By entering the Contest, you warrant that your Startup has full knowledge of your actions and has consented thereto, including the potential receipt of a prize. You further warrant that your actions do not violate your employer’s or company’s policies and procedures.

Contest is void in Puerto Rico, U.S. territories and possessions, outside of the U.S., and where prohibited by law. Employees, interns, contractors, and official office-holders of Google, Emergence Capital, Data Collective, and their parent companies, subsidiaries, affiliates, and their respective directors, officers, employees, advertising and promotion agencies, representatives, and agents (“Contest Entities”), and members of the Contest Entities’ and their immediate families (parents, siblings, children, spouses, and

life partners of each, regardless of where they live) and members of the households (whether related or not) of such employees, officers and directors are ineligible to participate in this Contest. Sponsor reserves the right to verify eligibility and to adjudicate on any dispute at any time.

**3. SPONSOR:** The Contest is sponsored by Google Inc. ("Google" or "Sponsor"), a Delaware corporation with principal place of business at 1600 Amphitheater Parkway, Mountain View, CA, 94043, USA.

**4. CONTEST PERIOD:** The Contest begins at 12:00:00 A.M. Pacific Time (PT) Zone in the United States on March 10, 2017 and ends at 11:59:59 P.M. PT on August 30, 2017 ("Contest Period").

**5. HOW TO ENTER: NO PURCHASE NECESSARY TO ENTER OR WIN.** To enter the Contest, visit the Contest website located at [g.co/mlstartupcompetition](http://g.co/mlstartupcompetition) ("Contest Site") between 12:00:00 A.M. Pacific Time (PT) Zone in the United States on March 10, 2017 and 11:59:59 P.M. PT on April 16, 2017 ("Entry Period") and follow all posted instructions to submit your Entry. The Entry must meet the "Entry Requirements" described below.

LIMIT ONE (1) ENTRY PER PERSON AND PER STARTUP. Subsequent entries will be disqualified. All entries must be received by Sponsor by the close of the Entry Period. Entries are void if they are in whole or part illegible, incomplete, damaged, altered, counterfeit, obtained through fraud, or late. All Entries will be deemed made by the authorized account holder of the email address submitted at the time of entry, and the potential winner may be required to show proof of being the authorized account holder for that email address. The "authorized account holder" is the natural person assigned to an email address by an Internet service provider, online service provider, or other organization responsible for assigning email address for the domain.

**6. ENTRY REQUIREMENTS.** To be eligible, you and your Startup must meet the criteria in Section 2, above, and your Startup's product, your Entry, and your Pitch (as defined in Section 7, below) must meet the following criteria:

- (a) It must not be derogatory, offensive, threatening, defamatory, disparaging, libelous or contain any content that is inappropriate, sexual, profane, indecent, tortuous, slanderous, discriminatory in any way, or that promotes hatred or harm against any group or person, or otherwise does not comply with the theme and spirit of the Contest.
- (b) It must not contain or involve the promotion or sale of pornography, alcohol, drugs, gambling and/or cannabis.
- (c) It must not contain content, material or any element that is unlawful, or otherwise in violation of or contrary to all applicable federal, state, or local laws and regulations in any state where the Entry is created and/or your Startup's product is available.
- (d) It must not contain any content, material or element that displays any third party advertising, slogan, logo, trademark or otherwise indicates a sponsorship or endorsement by a third party or commercial entity, or that is not within the spirit of the Contest, as determined by Sponsor, in its sole discretion.
- (e) It must be original and all components must either (1) be owned by the Startup, (2) be licensed from a third party by the Startup, (3) be licensed from a university by the Startup, or (4) use open source code within the parameters of the applicable license.
- (f) It cannot contain any content, element, or material that violates a third party's publicity, privacy or intellectual property rights.

During the Contest Period, the Sponsor, its agents and/or the judges will be evaluating each Entry to verify the eligibility of the Startup and ensure that the Entry meets the Entry Requirements. The Sponsor reserves the right, in its sole discretion, to disqualify any entrant who submits an Entry that does not meet the Entry Requirements.

## **7. JUDGING:**

### **Stage 1 - Selection of Finalists.**

- Starting on March 10th, 2017, an initial panel of judges consisting of employees of Google Cloud, plus at least one employee of Data Collective or one employee of Emergence Capital, will judge each eligible Startup in order to select up to ten (10) Startups that will be named Finalists and be invited to pitch their Startup at the Event, as described in more detail below. Each Startup's Entry will be given a score based on the below judging criteria. A Startup must receive a minimum average score of 4 out of 5 to be eligible for selection as a Finalist. If there are fewer than ten (10) Startups with an average score of 4 out of 5, then only those Startups will be named potential Finalists. If there are more than ten (10) Startups with an average score of 4 out of 5 for the potential Finalist positions, then the top ten (10) Startups with the highest average scores will be named the potential Finalists. In the event of a tie, the Startup with the higher score for "The Startup's team can execute on the vision to bring the product to market" will be named the potential Finalist.
  - Judging Criteria will involve rating the Startup on a scale from 1 to 5 in each of the following criteria:
    - The Startup's product is unique and implements machine learning.
    - The Startup's product is useful to the relevant audience and capable of scaling to reach that audience.
    - The Startup's team can execute on the vision to bring the product to market.
- Except where prohibited by law, each potential Finalist may be required to sign and return a Declaration of Eligibility and Liability and Publicity Release and provide any additional information that may be required by Sponsor before being named a Finalist. If required, potential Finalists must return all such required documents within three (3) business days following attempted notification or such potential Finalist will be deemed to have forfeited the prize and another potential Finalist may be selected based on the judging criteria described herein. All notification requirements, as well as other requirements within these Rules, will be strictly enforced.

### **Stage 2 - Selection of Potential Winners at the Event.**

- Sponsor will determine the exact date, time, and location of the August 2017 Event in its sole discretion. All Finalists must attend the Event in order to remain eligible for a prize. Each Finalist is responsible for its own travel/transportation to and from the Event. Sponsor and the Contest Entities are not responsible for travel delays or for any Finalist's failure to attend the Event due to travel complications or delays.
- At the Event, each Startup must do an on-stage presentation of ten (10) minutes or less ("Pitch"). The Startup's founder or CEO must be present at the Event and participate in the Pitch.
- A panel of judges consisting of at least one member of Data Collective and one member of Emergence Capital will watch the Pitches. The judges will rate each Startup's Pitch on a scale of 1 to 5 based upon the criteria outlined below. Employees of Google Cloud will also be watching the Pitches, and may pose questions to entrants, but will not be judging the Pitches.
  - Judging Criteria for Stage 2:
    - The Startup's product is unique and implements machine learning.
    - The Startup's product is useful to the relevant audience and capable of scaling to reach that audience.
    - The Startup's team can execute on the vision to bring the product to market.

- A compelling onstage narrative and satisfactory answers to live questions posed by judges.

**Selection of Built With Google Potential Winner and Runner-Up.** The Startup that receives the highest overall total score from all judges, and that is eligible for the Built With Google prize, will be named the potential winner of the Built With Google prize. The Startup that receives the second highest overall total score from all judges, and that is eligible for the Built With Google prize, will be named the potential runner-up winner of the Built With Google prize.

**Selection of Data Collective Potential Winner and Emergence Capital Potential Winner.** Representatives from Data Collective and Emergence Capital will individually evaluate and score the Finalists based upon the above-listed Stage 2 judging criteria. The Startup that receives the highest overall score from Data Collective will be named the potential winner of the Data Collective prize, as determined in Data Collective's sole discretion, and the Startup that receives the highest overall score from Emergence Capital will be named the potential winner of the Emergence Capital prize, as determined in Emergence Capital's sole discretion.

In the event of a tie for any of the prizes, the winner will be the Startup with the higher score for "A compelling onstage narrative and satisfactory answers to live questions posed by judges." In the event a potential winner is disqualified for any reason prior to being named an official winner, the Startup that received the next highest score will be chosen as the potential winner. If there is no other Startup that is eligible for a prize, then that prize will remain unawarded. A maximum of one (1) alternate potential winner will be chosen for each prize, after which such prize will remain unawarded. In the event that there are no Entries in the Contest, or that no Startups are eligible or able to participate in the Event, no prizes will be awarded. Determinations of judges are final and binding.

The potential prize winner(s) will be notified by Sponsor at the conclusion of the Event. Finalists must remain at the Event and be present when the potential prize winners are announced; a Finalist's failure to respond to a prize announcement at the event will disqualify that Finalist. A Startup may receive more than one prize; however, if a Startup wins the Emergence Capital prize, the Data Collective prize, the Built With Google prize, or the Built With Google runner-up prize, then that Startup will not also receive a Finalist prize.

## **8. PRIZES:**

**Emergence Capital Winner** - An opportunity to engage in negotiations with Emergence Capital for a \$500k investment, \$200k GCP credits, 1:1 technical support Gold Package, 10 G Suite licenses for 12 months. Approximate Retail Value ("ARV"): USD \$ \_205,400\_\_\_\_\_.

**Data Collective Winner** - An opportunity to engage in negotiations with Data Collective for a \$500k investment, \$200k GCP credits, 1:1 technical support Gold Package, 10 G Suite licenses for 12 months. ARV: USD \$ \_205,400\_\_\_\_\_.

**Built With Google Winner** - \$1M GCP credits, 1:1 technical support Gold Package, 10 G Suite licenses for 12 months. ARV: USD \$ \_1,005,400\_\_\_\_\_.

**Built With Google Runner Up** - \$500k GCP credits, 1:1 technical support Gold Package, 10 G Suite licenses for 12 months. ARV: USD \$ \_505,400\_\_\_\_\_.

**Remaining Finalists (if any; up to a maximum of eight (8))** - \$200k GCP credits, 1:1 technical support Gold Package, 10 G Suite licenses for 12 months. ARV: USD \$ \_205,400\_\_\_\_\_.

TOTAL MAXIMUM ARV OF ALL PRIZES: USD \$ 2,127,000 \_\_\_\_\_.

**TERMS FOR ALL PRIZES:** Odds of winning any prize depends on the number of eligible entries received during the Contest Period and the skill of the entrants. The prizes will be awarded within approximately four (4) weeks of receipt by Sponsor of final prize acceptance documents. Prizes will be awarded in the name of the Startup, and not in the name of any individual person. No transfer, substitution or cash equivalent for prizes is allowed, except at Sponsor's sole discretion. Sponsor reserves the right to substitute a prize, in whole or in part, of equal or greater monetary value if a prize cannot be awarded, in whole or in part, as described for any reason. Value is subject to market conditions, which can fluctuate and any difference between actual market value and ARV will not be awarded. The prize(s) may be subject to restrictions and/or licenses and may require additional hardware, software, service, or maintenance to use. The winner shall bear all responsibility for use of the prize(s) in compliance with any conditions imposed by such prize provider(s), and any additional costs associated with its use, service, or maintenance. Contest Entities have not made and Contest Entities are not responsible in any manner for any warranties, representations, or guarantees, express or implied, in fact or law, relating to the prize(s), regarding the use, value or enjoyment of the prize(s), including, without limitation, its quality, mechanical condition, merchantability, or fitness for a particular purpose, with the exception of any standard manufacturer's warranty that may apply to the prize or any components thereto.

**TERMS FOR EMERGENCE CAPITAL PRIZE:** The Emergence Capital prize is an opportunity for the prize winner to receive up to USD \$500,000.00 of equity investment capital from Emergence Capital in the form of a customary preferred stock financing investment or a customary convertible note financing. Any of the following will disqualify the prize winner from receiving any funds from Emergence Capital, as determined in Emergence Capital's sole discretion: prize winner's failure to qualify as an enterprise product or product intended for a B2B market as the target audience; private prize winner's competition with another one of Emergence Capital's portfolio companies; prize winner's failure to pass industry standard due diligence and background checks; or prize winner's failure to reach agreement with Emergence Capital on prize winner valuation for an equity investment or other investment terms or customary investment documentation. Sponsor is not a party to any discussions or negotiations between prize winner and Emergence Capital, and potential winner agrees that Sponsor is not liable for any decisions made by Emergence Capital.

**TERMS FOR DATA COLLECTIVE PRIZE:** The Data Collective prize is an opportunity for the prize winner to receive up to USD \$500,000.00 of investment capital from Data Collective in the form of a Simple Agreement for Future Equity (SAFE) or Convertible Note on industry standard terms (as determined by Data Collective in its sole discretion). Any of the following will disqualify the prize winner from receiving any funds from Data Collective, as determined in Data Collective's sole discretion: fraudulent statements or misrepresentations in prize winner's Entry, Pitch, or any other materials provided by prize winner to Data Collective; prize winner's failure to pass industry standard due diligence and background checks; or prize winner's failure to reach agreement with Data Collective on industry standard terms for SAFE or Convertible Note investment. Sponsor is not a party to any discussions or negotiations between prize winner and Data Collective, and potential winner agrees that Sponsor is not liable for any decisions made by Data Collective.

**TERMS FOR GOOGLE CLOUD CREDITS, TECHNICAL SUPPORT, AND G SUITE LICENSES:** Offer void where prohibited by law. Google Cloud credits are valid for Google Cloud Platform products only and are subject to acceptance of the applicable Google Cloud Platform License Agreement. The prize winner will be responsible for all usage in excess of the credit and might not be notified once the credit is exhausted. The credit is non-transferable and may not be sold or bartered. Unused Google Cloud credits expire two (2) years from the date when the credits are applied to the prize winner's account. By accepting Google Cloud credits as a prize, the prize winner agrees to receive occasional emails and phone calls about the state of the prize winner's account. 1:1 Gold level technical support is subject to acceptance of the applicable Google Cloud Platform License Agreement and is valid for two (2) years from the date when the Google Cloud credits are applied to the prize winner's account. G Suite licenses are subject to acceptance of the Gsuite (Online) Agreement at [https://gsuite.google.com/terms/2013/1/premier\\_terms.html](https://gsuite.google.com/terms/2013/1/premier_terms.html). The ten (10) G Suite licenses for twelve (12) months must be used in consecutive months, and all ten (10) licenses must be used concurrently.

**9. TAXES:** PAYMENTS TO POTENTIAL WINNERS ARE SUBJECT TO THE EXPRESS REQUIREMENT THAT THEY SUBMIT TO GOOGLE ALL DOCUMENTATION REQUESTED BY GOOGLE TO PERMIT IT TO COMPLY WITH ALL APPLICABLE STATE, FEDERAL AND LOCAL TAX REPORTING AND WITHHOLDING REQUIREMENTS. ALL PRIZES WILL BE NET OF ANY TAXES GOOGLE IS REQUIRED BY LAW TO WITHHOLD. ALL TAXES IMPOSED ON PRIZES ARE THE SOLE RESPONSIBILITY OF THE WINNERS. In order to receive a prize, potential winners must submit the tax documentation requested by Google or otherwise required by applicable law, to Google or the relevant tax authority, all as determined by applicable law, including, where relevant, the law of the potential winner's country of residence. The potential winners are responsible for ensuring that (s)he complies with all the applicable tax laws and filing requirements. If a potential winner fails to provide such documentation or comply with such laws, the prize may be forfeited and Google may, in its sole discretion, select an alternative potential winner.

**10. GENERAL CONDITIONS:** All federal, state and local laws and regulations apply. Google reserves the right to disqualify any entrant from the Contest if, in Google's sole discretion, it reasonably believes that the entrant has attempted to undermine the legitimate operation of the Contest by cheating, deception, or other unfair playing practices or annoys, abuses, threatens or harasses any other entrants, Google, or the judges.

**11. INTELLECTUAL PROPERTY RIGHTS AND RESIDUALS:** As between Google and the entrant, the entrant retains ownership of all intellectual and industrial property rights (including moral rights) in and to the Entry. As a condition of entry, entrants (on behalf of themselves and their Startups) grant Google, its subsidiaries, agents and partner companies, a perpetual, irrevocable, worldwide, royalty-free, and non-exclusive license to use, reproduce, adapt, modify, publish, distribute, publicly perform, create a derivative work from, and publicly display the Entry for the purposes of allowing Google and the judges to evaluate the Entry for purposes of the Contest.

No party acquires any intellectual property rights under these Official Rules except the limited rights necessary to use the Entry for the purposes described in these Official Rules. Further, each entrant recognizes that Sponsor and/or the Contest Entities may in the future develop or purchase products or services related to or similar to the subject matter of the Entry. Accordingly, Sponsor and/or the Contest Entities may use Residuals for any purpose, including use in the acquisition, development, manufacture, promotion, sale, or maintenance of products and services; provided that this right to Residuals does not represent a license under any intellectual property and/or proprietary rights of any Entrant. The term

'Residuals' means information that is retained in the unaided memories of Sponsor's and/or the Contest Entities' employees or contractors as permitted herein who have had access to an entrant's Entry. Memory is unaided if the employee or contractor has not intentionally memorized the Entry information for the purpose of retaining and subsequently using or disclosing it.

**12. PRIVACY:** Entrant acknowledges and agrees that Google may collect, store, share and otherwise use personally identifiable information provided during the registration process and the contest, including, but not limited to, name, mailing address, phone number, and email address. Google will use this information in accordance with its Privacy Policy (<http://www.google.com/policies/privacy/>), including for administering the contest and verifying entrant's identity, postal address and telephone number in the event an entry qualifies for a prize. Google will also use this information, as well as Entry information, to assess whether a Startup is eligible for any of Google's startup programs (such as Google Cloud Platform for Startups) and to provide entrants with product discounts, special offers, and upcoming event information. Entrant has the right to request access, review, rectification or deletion of any personal data held by Google in connection with the Contest by writing to Google at this email address: [mlstartupcompetition@google.com](mailto:mlstartupcompetition@google.com).

**13. PUBLICITY.** By participating in the Event, entrants agree, on behalf of themselves and their Startups, that Sponsor and its agencies may use his or her name and/or likeness, his or her appearance at the Event, the name and logo of the Startup, and the Entry and Pitch materials for purposes of advertising and promotion without additional compensation, unless prohibited by law.

**14. WARRANTY, INDEMNITY AND RELEASE:** Entrants, on behalf of themselves and their Startups, warrant that their Entries and their Pitches are their own original work and, as such, they are the sole and exclusive owner and rights holder of the submitted Entry and/or Pitch materials and that they have the right to submit the Entry and/or Pitch materials in the Contest on behalf of their Startup and grant all required licenses on behalf of their Startup. Each entrant agrees not to submit any Entry, Pitch, or any Startup product, that (1) infringes any third party proprietary rights, intellectual property rights, industrial property rights, personal or moral rights or any other rights, including without limitation, copyright, trademark, patent, trade secret, privacy, publicity or confidentiality obligations; or (2) otherwise violates the applicable state or federal law.

To the maximum extent permitted by law, each entrant indemnifies and agrees to keep indemnified Contest Entities at all times from and against any liability, claims, demands, losses, damages, costs and expenses resulting from any act, default or omission of the entrant and/or a breach of any warranty set forth herein. To the maximum extent permitted by law, entrants, on behalf of themselves and their Startups, agree to defend, indemnify and hold harmless the Contest Entities from and against any and all claims, actions, suits or proceedings, as well as any and all losses, liabilities, damages, costs and expenses (including reasonable attorneys fees) arising out of or accruing from (a) any Entry, Pitch, or other material uploaded or otherwise provided by the entrant that infringes any copyright, trademark, trade secret, trade dress, patent or other intellectual property right of any person or defames any person or violates their rights of publicity or privacy, (b) any misrepresentation made by the entrant or his/her Startup in connection with the Contest; (c) any non-compliance by the entrant or his/her Startup with these Rules; (d) claims brought by persons or entities other than the parties to these Rules arising from or related to the entrant's or his/her Startup's involvement with the Contest; and (e) acceptance, possession, misuse or use of any prize or participation in any Contest-related activity or participation in this Contest.

Entrants, on behalf of themselves and their Startup, release Google from any liability associated with: (a) any malfunction or other problem with the Contest Site; (b) any error in the collection, processing, or retention of entry information; or (c) any typographical or other error in the printing, offering or announcement of any prize or winners.

**15. ELIMINATION:** Any false information provided within the context of the Contest by any entrant concerning identity, mailing address, telephone number, email address, ownership of rights or non-compliance with these Rules or the like may result in the immediate elimination of the entrant and the entrant's Startup from the Contest.

**16. INTERNET:** Contest Entities are not responsible for any malfunction of the entire Contest Web Site or any late, lost, damaged, misdirected, incomplete, illegible, undeliverable, or destroyed Entries or Pitches due to system errors, failed, incomplete or garbled computer or other telecommunication transmission malfunctions, hardware or software failures of any kind, lost or unavailable network connections, typographical or system/human errors and failures, technical malfunction(s) of any telephone network or lines, cable connections, satellite transmissions, servers or providers, computer equipment, or traffic congestion on the Internet or at the Contest Site, or any combination thereof, including other telecommunication, cable, digital or satellite malfunctions which may limit an entrant's ability to participate.

**17. RIGHT TO CANCEL, MODIFY OR DISQUALIFY.** If for any reason the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, Google reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest. Google further reserves the right to disqualify any entrant who tampers with the submission process or any other part of the Contest or Contest Site. Any attempt by an entrant to deliberately damage any web site, including the Contest Site, or undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be made, Google reserves the right to seek damages from any such entrant to the fullest extent of the applicable law.

**18. NOT AN OFFER OR CONTRACT OF EMPLOYMENT:** Under no circumstances shall the submission of an Entry or a Pitch in the Contest, the awarding of a prize, or anything in these Rules be construed as an offer or contract of employment with either Google or the Contest Entities. You acknowledge that you have submitted your Entry and your Pitch voluntarily and not in confidence or in trust. You acknowledge that no confidential, fiduciary, agency or other relationship or implied-in-fact contract now exists between you and Google or the Contest Entities and that no such relationship is established by your submission of an Entry or a Pitch under these Rules.

**19. FORUM AND RECOURSE TO JUDICIAL PROCEDURES:** These Rules shall be governed by, subject to, and construed in accordance with the laws of the State of California, United States of America, excluding all conflict of law rules. If any provision(s) of these Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect. To the extent permitted by law, the rights to litigate, seek injunctive relief or make any other recourse to judicial or any other procedure in case of disputes or claims resulting from or in connection with this Contest are hereby excluded, and all entrants expressly waive any and all such rights.



**20. ARBITRATION:** By entering the Contest, you agree that exclusive jurisdiction for any dispute, claim, or demand related in any way to the Contest will be decided by binding arbitration. All disputes between you and Google of whatsoever kind or nature arising out of these Rules, shall be submitted to Judicial Arbitration and Mediation Services, Inc. (“JAMS”) for binding arbitration under its rules then in effect in the San Jose, California, USA area, before one arbitrator to be mutually agreed upon by both parties. The parties agree to share equally in the arbitration costs incurred.

**21. WINNER’S LIST:** You may request a list of winners after September 1, 2017 but before April 1, 2018 by sending a self addressed stamped envelope to:

VP of Marketing, Google Cloud  
Google Inc.  
1600 Amphitheater Parkway Mountain View, CA 94043 USA

(Residents of Vermont need not supply return postage).