

AdMob Student App Challenge Official Rules

VOID WHERE PROHIBITED. CONTEST IS OPEN TO RESIDENTS OF THE 50 UNITED STATES, THE DISTRICT OF COLUMBIA AND WORLDWIDE, EXCEPT FOR BURMA (MYANMAR), CUBA, IRAN, NORTH KOREA, QUEBEC, SUDAN, AND SYRIA.

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

The AdMob Student App Challenge (the “**Contest**”) is a skill contest where participants must submit a mobile application that is available in the Google Play Store or Apple’s App Store and uses AdMob for monetization, in addition to a business report that summarizes their strategy. The Contest is aimed at fostering the participants' creativity and scientific approach towards mobile application technology and at rewarding participants' merits within such activities. The mobile applications will be evaluated by judges, who will choose the winning entry in accordance with these Official Rules. The prizes will be awarded to participants whose mobile application 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 be: (1) above the age of majority in the country, state, province or jurisdiction of residence (or at least twenty years old in Taiwan) at the time of entry; (2) not a resident of Burma (Myanmar), Cuba, Iran, North Korea, Quebec, Sudan, or Syria; (3) not a person or entity under U.S. export controls or sanctions; (4) actively enrolled as a student at any educational institution; and (5) have access to the Internet during the Contest Period. Contest is void in Burma (Myanmar), Cuba, Iran, North Korea, Quebec, Sudan, Syria, and where prohibited by law. Employees, interns, contractors, and official office-holders of Google Inc., 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. For clarification, Google student ambassadors and Google Developer Group members are not considered Contest Entities based solely on their status as Google student ambassadors and Google Developer Group members, and may participate if they are otherwise eligible.

Failure to meet any of these Contest requirements may result in the disqualification of you and your team from the Contest. If you are entering as part of a team of up to five (5) persons, you represent that all persons individually have full knowledge of your actions and these Rules and fully agree to these Rules. If you are entering as part of a company or on behalf of your employer, these Rules are binding on you, individually, and/or your employer. If you are acting within the scope of your employment, as an employee, contractor, or agent of another party, you warrant that such party has full knowledge of your actions and has consented thereto, including your potential receipt of a prize. You further warrant that

your actions do not violate your employer's or company's policies and procedures.

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 January 28, 2016 and ends at 11:59:59 P.M. PT on June 28, 2016 ("**Contest Period**").

CONTESTANTS ARE RESPONSIBLE FOR DETERMINING THE CORRESPONDING TIME ZONE IN THEIR RESPECTIVE JURISDICTIONS.

5. HOW TO ENTER: To enter the Contest, visit the Contest website located at <https://www.google.com/admob/challenge> ("**Contest Site**") during the Contest Period and follow the instructions for submitting a mobile application that is available in the Google Play Store or Apple's App Store, using AdMob to monetize your application, and submitting a business report that summarizes the business strategy ("**Mobile Application**"). The Mobile Application must meet the "Mobile Application Requirements," described below.

Contestants may consist of a single individual or team of up to five (5) individual team members, all of whom meet the eligibility criteria ("**Contestant**"). **LIMIT ONE (1) ENTRY PER CONTESTANT.** Subsequent entries will be disqualified. All entries must be received by 11:59 p.m. (PT) on **June 28, 2016**. AdMob campaigns for each Contestant may run anytime between 12:00 A.M. (PT) on January 28, 2016 and 11:59 P.M. (PT) on June 28, 2016. 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. MOBILE APPLICATION REQUIREMENTS. The Mobile Application 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, as determined by Sponsor, in its sole discretion.
- (b) It must not contain content, material or any element that is unlawful, or otherwise in violation of or contrary to all applicable federal, state, provincial or local laws and regulations in any state where Mobile Application is created.
- (c) 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, commercial entity or that is not within the spirit of the Contest, as determined by Sponsor, in its sole discretion. In the event the Mobile Application violates the foregoing, The Sponsor reserves the right, in its sole discretion, to disqualify any Contestant.
- (d) It must be an original, unpublished work that does not contain, incorporate or otherwise use any content, material or element that is owned by a third party or entity.
- (e) It cannot contain any content, element, or material that violates a third party's rights, including but

not limited to publicity, privacy or intellectual property rights.

- (f) It must be submitted to the Google Play Store or the Apple App Store during the Contest Period.
- (g) It must comply with Google Play Store policies if submitted to the Google Play Store and Apple App Store policies if submitted to the Apple App Store.
- (h) It must comply with AdMob publisher guidelines and policies, and have installed the latest version of the Google Mobile Ads SDK prior to publication in the Google Play Store or Apple App Store.
- (i) It must receive a "Low Maturity" or "Everyone" rating in the Google Play Store or a "12+" or lower rating in the Apple App Store.
- (j) It must use AdMob exclusively for monetization.
- (k) It must set AdMob settings to serve advertisements in the Mobile Application
- (l) It must be accompanied by a business report ("**Business Report**") that includes: (i) an executive summary; (ii) a description of how your team was organized and managed; (iii) how and why you created your application; (iv) monetization strategy; (v) marketing strategy; and (vi) results. Each Contestant's Business Report must be uploaded by 11:59 P.M. (PT) on June 28, 2016.

During the Contest Period, the Sponsor and/or the Judges (defined below) will be evaluating each Mobile Application to ensure that it meets the mobile application Requirements. The Sponsor reserves the right, in its sole discretion, to disqualify any Contestant who submits a Mobile Application that does not meet the Mobile Application Requirements.

7. JUDGING: Each entry will be judged by a panel of experts who are either employees of Sponsor and/or appointed by the Sponsor ("**Judges**"). During Phase 1 and Phase 2, Sponsor will judge each entry. For Phase 3, each entry will be judged by a panel of six experts.

Phase 1. From June 29, 2016 to July 28, 2016, each Mobile Application will be evaluated by the Judges based on the following programmatic criteria:

1. Reviews (every 5 star rating adds 10 points, every 4 star review adds 8 points, etc.)
2. Downloads (points will be awarded based on the total number of downloads, according to the following ranges: 0+ (10 total points); 5-10 (20 total points); 11-50 (30 total points); 51-100 (40 total points); 101-500 (50 total points); 501-1000 (60 total points); 1,001-5,000 (70 total points); 5,001-10,000 (80 total points); 10,001-50,000 (90 total points); 50,001-100,000 (100 total points); 100,001-500,000 (110 total points); 500,001-1,000,000 (120 total points); 1,000,001-5,000,000 (130 total points); 5,000,001-10,000,000 (140 total points); 10,000,001-50,000,000 (150 total points); 50,000,001-100,000,000 (160 total points); 100,000,001-500,000,000 (170 total points))
3. Impressions from ads in your application (every 1000 impressions from AdMob adds 10 points)
4. Revenue earned by the Contestant (every cent (\$0.01 USD) earns 20 points, based on January 28, 2016 exchange rate)

If Contestants are building a iOS application and the number of downloads are not viewable publicly, Contestants shall submit a screenshot showing the number of verified downloads provided that Contestants do not share any personally identifiable information (PII). The Sponsor reserves the right, in its sole discretion, to disqualify any Contestant for providing false information. Judges will evaluate and attribute a score to each Mobile Application made up of scores based upon the above-listed criteria. The top ten entries in each of the following regions ("**Semi-Finalists**"): North America (Canada, Costa Rica, Mexico, Panama, Trinidad & Tobago, United States of America), LATAM (Argentina, Brazil, Chile,

Colombia, Paraguay, Peru, Uruguay, Venezuela), EMEA (Austria, Belgium, Cameroon, Cote d'Ivoire, Croatia, Czech Republic, Denmark, Egypt, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Iraq, Ireland, Israel, Italy, Jordan, Kenya, Kuwait, Latvia, Lebanon, Libya, Lithuania, Morocco, Netherlands, Nigeria, Norway, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, South Africa, Spain, Sweden, Turkey, United Arab Emirates, United Kingdom, Zimbabwe), and APAC (Australia, Cambodia, China, Fiji, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Pakistan, Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, Vietnam), that receive the highest overall scores will be selected as the potential winner(s). The region in which a Contestant's educational institution is based during the registration process will determine each Contestant's respective region. In the event of a tie, the Mobile Application that received the higher score from the Judges in the category of "**Revenue**" will be selected as one of the potential winner(s). In the event a potential winner is disqualified for any reason, the Mobile Application that received the next highest total score will be chosen as the potential winner.

Phase 2. Before July 28, 2016, each Semi-Finalist's Mobile Application will be evaluated by the Judges based on the following User Experience criteria (up to 100 possible points):

1. Whether the Mobile Application provides value to users by being useful, entertaining, or otherwise meaningful. (Up to 25 possible points)
2. Whether the Mobile Application is easy to use. (Up to 25 possible points)
3. Whether the Mobile Application functions properly and contains limited bugs. (Up to 25 possible points)
4. Whether the Mobile Application's design is carefully organized to increase user value. (Up to 25 possible points)

Judges will evaluate and attribute a score to each Mobile Application made up of scores based upon the above-listed criteria. The top entry in each of the following regions ("**Finalists**") North America, EMEA, APAC, and LATAM, that receive the highest overall scores will be selected as the potential regional winner(s). In the event of a tie, the Mobile Application that received the higher score from the Judges in the category of "**Revenue**", in addition to the Judges' evaluation of the overall quality of each Contestant's Business Report, will be selected as the potential regional winner. In the event a potential regional winner is disqualified for any reason, the Mobile Application that received the next highest total score will be chosen as the potential regional winner.

Phase 3. Before August 25, 2016, each Finalist's Business Report will be evaluated by the Judges based on the following criteria (up to 150 possible points):

1. Executive Summary (up to 25 possible points): Whether the executive summary effectively describes the overall strategy.
2. Organization (up to 25 possible points): If the Contestant is a team, whether it successfully demonstrates that roles were assigned in an effective way. If an individual, whether he or she demonstrates that time was managed well and resources were efficiently allocated.
3. Your Application (up to 25 possible points): Whether the Business Report provides strong strategic reasons for the application they chose to build.
4. Monetization Strategy (up to 25 possible points): Whether the Business Report demonstrates a sound strategy behind the choices made when integrating AdMob into the application.

5. General Marketing Strategy (up to 25 possible points): Whether the marketing strategy is thoughtful and comprehensive with respect to acquiring users.
6. Results (up to 25 possible points): Whether the overall strategy demonstrates positive results in terms of downloads, revenue and ratings.

The Judges will select one grand prize winner as the winner with greatest number of points from Phases 2 and 3, without regard to region ("**Grand Prize Winner**").

On or about August 25, 2016, potential winner(s) will be selected and notified by email. If a potential winner does not respond to the notification attempt within three (**3**) days from the first notification attempt, then such potential winner will be disqualified and an alternate potential winner will be selected from among all eligible entries received based on the judging criteria described herein. Except where prohibited by law, each potential winner 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. If required, potential winners must return all such required documents within five (**5**) days following attempted notification or such potential winner will be deemed to have forfeited the prize and another potential winner will be selected based on the judging criteria described herein. All potential winners will be subject to screening against restricted party lists before being declared winners and receiving prizes, and may be disqualified from the Contest by the results of the restricted party screening. All notification requirements, as well as other requirements within these Rules, will be strictly enforced.

In the event that no Mobile Applications are received, no prize will be awarded. Determinations of Judges are final and binding.

8. PRIZES:

Finalist. Each member of a Contestant selected as Finalist will receive: (i) a Nexus 7 (or local equivalent); and (ii) will be identified on the AdMob website (www.google.com/admob). Approximate Retail Value of \$1220 USD.

9. PRIZES FOR GRAND PRIZE WINNER: The Contestant selected as Grand Prize Winner will be mentioned on AdMob's social channels and identified on the AdMob website (www.google.com/admob). Grand Prize Winners whose Mobile Applications are available in the Google Play Store will also be featured on the Google Play Store and the Google Play Store's social media channels, for a duration at the sole discretion of Sponsor. Each member of the Contestant selected as the Grand Prize Winner will receive: (i) a seven-night trip to San Francisco, including one day at the Google Headquarters in Mountain View, California to meet with Googlers and learn about Google products ("**Trip Award**"); (ii) a Nexus 7 (or local equivalent); (iii) an invitation to be interviewed and filmed by the Google marketing team for the purpose of creating promotional marketing materials for Google regarding the Contest, Contestant will be provided a copy of the completed marketing materials created solely by Google for Contestant's own use for marketing purposes. Approximate retail value is \$47,500 USD. *The Trip Award will include: (1) round-trip airfare (coach) for each individual member of the winning Contestant to travel from the major airport closest to the individual's residence to San Francisco, California; (2) double-occupancy hotel accommodation at Sponsor's discretion for seven nights in San Francisco, California; and (3) all reasonable food, transportation, and entertainment expenses incurred during the Contestant's seven-night stay in San Francisco (not to exceed \$150 USD per day per team member of Contestant). Certain*

black out dates apply. Grand Prize Winners are responsible for any other expenses including cost to obtain a passport or visa and any other incidental travel cost not expressly stated above, including but not limited to passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses. Prize is not redeemable for cash. The approximate retail value may be adjusted depending on the state or jurisdiction of residence of the winner.

Odds of winning any prize depends on the number of eligible entries received during the Contest Period and the skill of the Contestants. The prizes will be awarded within approximately twelve **(12)** weeks of receipt by Sponsor of final prize acceptance documents. No transfer, substitution or cash equivalent for prizes is allowed, except at Sponsor's sole discretion and provided this is permitted under applicable legislation. 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 approximate retail value 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 manufacturer(s), and any additional costs associated with its use, service, or maintenance. Contest Entities have not made and, to the extent permitted under applicable legislation, 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.

10. 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, LOCAL, PROVINCIAL AND FOREIGN 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. Each potential winner is 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.

11. GENERAL CONDITIONS: All federal, state, provincial and local laws and regulations apply. *Except where prohibited by law, travel companions of the winner(s) must also execute a Declaration of Eligibility and Liability and Publicity Release prior to ticketing and both winner(s) and companions must possess required travel documents (e.g. valid passport and visa if applicable) prior to ticketing. In the event that the travel companion is a minor, his or her parent or legal guardian must execute the required documents. Once the travel schedule has been arranged, it cannot be altered and failure of a winner to follow such schedule shall not obligate Google in any way to provide the winner with alternate arrangements.* Google reserves the right to disqualify any Contestant from the Contest if, in Google's sole discretion, it reasonably believes that the Contestant 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 Contestants, Google, or the Judges.

12. INTELLECTUAL PROPERTY RIGHTS: As between Google and the Contestant, the Contestant retains ownership of all intellectual and industrial property rights (including moral rights) in and to the Mobile Application. As a condition of entry, Contestant grants Google, its subsidiaries, agents and partner companies, a perpetual or for the maximum period of time permitted under applicable legislation, irrevocable, worldwide, royalty-free, and non-exclusive license to use, reproduce, adapt, modify, transform, publish, distribute, publicly perform, create a derivative work from, and publicly display the Mobile Application (1) for the purposes of allowing Google and the Judges to evaluate the Mobile Application for purposes of the Contest and identifying winners on the AdMob website, and (2) in connection with advertising and promotion via communication to the public or other groups, including, but not limited to, the right to make screenshots, animations and Mobile Application clips available for promotional purposes.

13. PRIVACY: Contestant 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, 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, verifying Contestant's identity and postal address in the event an entry qualifies for a prize, and publishing on the Contest Site or otherwise communicating the list of winners to any third parties.

Contestant's information may also be transferred to countries outside the country of Contestant's residence, including the United States. Such other countries may not have privacy laws and regulations similar to those of the country of Contestant's residence.

If a Contestant does not provide the mandatory data required at registration, Google reserves the right to disqualify the entry.

Contestant 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: admob-challenge@google.com.

14. PUBLICITY. By accepting a prize, Contestant agrees to Sponsor and its agencies use of his or her name and/or likeness and Mobile Application for advertising and promotional purposes without additional compensation, unless prohibited by law.

15. WARRANTY AND INDEMNITY: Participants warrant that their Mobile Applications are their own original work and, as such, they are the sole and exclusive owner and rights holder of the submitted Mobile Application and that they have the right to submit the Mobile Application in the Contest and grant all required licenses. Each Contestant agrees not to submit any Mobile Application 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, federal, provincial or local law.

To the maximum extent permitted by law, each Contestant 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 Contestant and/or a breach of any warranty set forth herein. To the maximum extent permitted by law, each Contestant agrees 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 Mobile Application or other material uploaded or otherwise provided by the Contestant 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 Contestant in connection with the Contest; (c) any non-compliance by the Contestant with these Rules; (d) claims brought by persons or entities other than the parties to these Rules arising from or related to the Contestant's involvement with the Contest; (e) acceptance, possession, misuse or use of any prize or participation in any Contest-related activity or participation in this Contest..

Contestant releases 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.

16. ELIMINATION: Any false information provided within the context of the Contest by any Contestant concerning identity, mailing address, telephone number, email address, ownership of right or non-compliance with these Rules or the like may result in the immediate elimination of the Contestant from the Contest.

17. INTERNET: Contest Entities are not responsible for any malfunction of the entire Contest Site or any late, lost, damaged, misdirected, incomplete, illegible, undeliverable, or destroyed Mobile Applications 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, or computer equipment, 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 a Contestant's ability to participate.

18. 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. Parties of these Rules also agree to waive any provisions, procedures and operation of any applicable law to the extent that a court order is required for such termination. Google further reserves the right to disqualify any Contestant who tampers with the submission process or any other part of the Contest or Contest Site. Any attempt by a Contestant to deliberately damage any web site, including the Contest Site, or undermine the legitimate operation of the Contest may be a violation of criminal and civil laws and should such an attempt be made, Google reserves the right to seek damages from any such Contestant to the fullest extent of the applicable law.

19. NOT AN OFFER OR CONTRACT OF EMPLOYMENT: Under no circumstances shall the submission of a Mobile Application into 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 Mobile Application 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 a Mobile Application under these Rules.

20. 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 Contestants expressly waive any and all such rights.

21. 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.

22. WINNER'S LIST: You may request a list of winners after August 25, 2016 but before December 1, 2016 by sending a self addressed stamped envelope to:

Henry Wang
Product Marketing, AdMob
Google Inc.
1600 Amphitheatre Parkway, Mountain View, CA 94043 USA

(Residents of Vermont need not supply postage).