



“PatientsLikeMe® ‘Express Yourself’ Video Contest Rules”

Enter the first-ever “PatientsLikeMe ‘Express Yourself’ Video Contest” and share your story with the world! Here’s what you need to know to enter the contest.

Sponsor:

PatientsLikeMe Inc.
155 Second Street
Cambridge, MA 02141
USA

How to Enter:

(NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.)

Create a video that answers the question: “How has PatientsLikeMe changed your life?” The video should depict your experience of finding and learning from other patients and can show any or all of the following: how interacting with patients on the site helped you learn something new or different about your experience with your disease; how keeping track of your symptoms, treatments or outcomes on a profile helped you make a life-changing health decision; and/or how sharing with patients like you improved your life in some way.

The video must be:

- A maximum of three minutes in length
- A maximum file size of 2GB
- A .wmv, .avi, .mov or .mpg video file format

For more ideas on videos, refer to our video on the “PatientsLikeMe ‘Express Yourself’ Video Contest Rules” on YouTube.com/PatientsLikeMe.

To enter your video in the contest, please upload it to either YouTube or Vimeo (two free, public video-sharing networks) and email us at contests@patientslikeme.com with the following: a link to your video, your name and/or PatientsLikeMe username, legal mailing address and email and phone number to be used only for notification if you should win. The deadline for submission is **May 22, 2011 at 11:59 p.m. EDT**. To learn how to upload a video to YouTube, [click here](#), and to learn how to upload a video to Vimeo, [click here](#).

Once your video has been uploaded, please select your broadcasting and sharing options on YouTube and/or Vimeo to allow external sites to embed and play your video. There is no fee or charge to upload, broadcast and/or share a video on YouTube or Vimeo.



“PatientsLikeMe® ‘Express Yourself’ Video Contest Rules”

Eligibility:

Any member of PatientsLikeMe that lives in the United States can participate in the contest. Entrants must be 18 or older, unless the state in which one resides has a higher age of majority, in which case one must be at least that age. If not, written [parental consent](#) is required and can be mailed to our offices at PatientsLikeMe. By participating, you agree to abide by and be bound by the official requirements and guidelines below and the decisions of the Judges.

Not eligible to enter are employees, officers and directors (including members of the “Immediate Family” of any of the foregoing) of PatientsLikeMe, of any companies affiliated with PatientsLikeMe, and of any companies associated with this contest. “Immediate Family” means parents, spouses, children, siblings or any members of the same households of such employees, officers and directors.

Entry Requirements, Deadline and Guidelines:

All entries must meet the following guidelines. All videos and accompanying emails must be submitted by **May 22, 2011 at 11:59pm EDT**. Any entry submitted after this date will not qualify for the contest. Entries must follow the requirements and guidelines below. Please read carefully.

- You may only submit one entry. If more than one entry is submitted, only the first entry received will be judged.
- The entry must be original work.
- You may feature one or more people of any age in your video, however you must have the [written consent](#)¹ to use the audio and visuals of everyone featured in the video in any and all media without compensation. If any person featured in the video is a minor, then you must obtain written consent from the minor's parent or guardian. Please submit written consent with your video submission.
- By submitting an entry, you agree to have your video posted online for the duration of the contest period.
- You may share your personal story or recount of an experience through your video submission. In doing so,
 - You are not required to submit or use your real name or identity in the video. You are allowed to use your PatientsLikeMe username.

¹ *Written consent means obtaining a signed document from the individual explicitly saying that you may use his/her name, PatientsLikeMe username, PatientsLikeMe profile or other aforementioned content in your video. [Click here](#) to download a consent form. All consent forms must be mailed to PatientsLikeMe at 155 Second St, Cambridge MA 02141, to be received on or before **May 22nd, 2011**.*



“PatientsLikeMe® ‘Express Yourself’ Video Contest Rules”

- You may not reference any member’s real name, identity or PatientsLikeMe profile in your video without explicit written consent from that member.
- You may not reference any member’s real name, identity of PatientsLikeMe Profile in response to a submitted video (via comments on the web page, a response video, etc.) without explicit written consent from that member.
- You may not use content generated from another PatientsLikeMe member without explicit written consent from that member.
- Each entry must be suitable for display and publication on the Internet. Entries must be dignified, modest and in good taste, must not be obscene or indecent, including but not limited to containing pornography or profanity, nor contain any offensive or defamatory statements including but not limited to words or symbols that might be considered offensive to individuals of any race, ethnicity, religion, sexual orientation or socioeconomic group, nor include threats to any person, place, business, or group, nor invade privacy or other rights of any person, firm or entity, including, without limitation, any third party trademarks or copyrights, nor portray PatientsLikeMe or PatientsLikeMe’s brands or products in any way that might tend to subject any of them to public contempt, scandal, disrepute or ridicule. PatientsLikeMe reserves the right to make determinations of suitability in its sole and absolute discretion, and to disqualify any entries it determines to be inappropriate for any of the reasons listed above, or for any other reason.
- All winners and prizes are subject to change.
- You can only win once.
- Entries not submitted in accordance with the instructions provided on YouTube or Vimeo and these contest rules shall not be considered.

Judging Process:

When the video submission period ends on **May 22, 2011**, all of the videos will be uploaded onto the PatientsLikeMe site (<http://contest.patientslikeme.com>) and made available for voting between May 23, 2011, and June 3, 2011. Anyone, including non-members, can vote during that time. PatientsLikeMe employees will also be judging the contest. Judges will take two weeks to evaluate the entries and release the names of all of the winners on **June 13, 2011**. There are prizes in three categories:

- 1) Most Creative Presentation (chosen by Judges)
- 2) Most Inspiring Story (chosen by Judges)
- 3) Top Three Voted (chosen by you!)

Videos in all categories should be judged on the following:

- Overall impact (i.e., educational and inspiring)
- Clear answer to the question (i.e., How has PatientsLikeMe changed your life?)
- Demonstrated knowledge of using the PatientsLikeMe website
- Originality and creativity



“PatientsLikeMe® ‘Express Yourself’ Video Contest Rules”

Prizes:

We will be awarding five prizes to contestants across three categories:

- Most Creative Presentation: \$500 American Express gift card
- Most Inspiring Story: \$500 American Express gift card
- Top Three Voted Videos:
 - #1: \$500 American Express gift card
 - #2: \$250 American Express gift card
 - #3: \$150 American Express gift card

In addition, all members who submit a video that meets the entry guidelines will receive a gift from PatientsLikeMe.

Winners List:

An announcement of the winning videos will be made via <http://contest.patientslikeme.com> on or before **June 13, 2011**.

Notification of the Winner and Prize Claim Procedure:

Each potential prize winner will be notified by email within [three (3) days] after the end of the two-week judging period. Each potential prize winner will be sent and required to complete, sign and return via facsimile or email (by .pdf attachment) within [five (5) days] of attempted notification, the following documents (hereinafter, the “Prize Claim Documents”): (i) an Affidavit of Eligibility and Liability Waiver; and (ii) where lawful, a Publicity Release. The original, unmodified, completed and signed Prize Claim Documents must be returned to PatientsLikeMe by mail, to PatientsLikeMe's address set forth above, within fourteen (14) days of attempted notification.

If the Prize Claim Documents sent to the potential Prize winner by any means are returned as undeliverable, or if the potential Prize winner fails or refuses to properly complete, sign and return all Prize Claim Documents within the above-stated time periods, or if the potential Prize winner is determined by PatientsLikeMe (in PatientsLikeMe’s sole discretion) to be ineligible or not in compliance with these Contest Rules, the potential prize winner will be disqualified and the participant whose video came in second in the applicable category will be selected as the potential prize winner.

In the event that a potential prize winner is disqualified for any reason, PatientsLikeMe will award the prize to the next qualified participant in accordance with the procedure described above even if the disqualified potential prize winner already has been announced and published online.



“PatientsLikeMe® ‘Express Yourself’ Video Contest Rules”

Any tax liability of any nature, including income disclosure obligations, related to the receipt and/or use of a prize, shall be the sole responsibility of the recipient.

Award of and Use of Prizes:

- (a) Winners of the contest will receive the applicable described prizes, subject to these Contest Rules. The right to a prize may not be sold, assigned or transferred. Prizes must be accepted as awarded, and no substitutions are allowed, except that PatientsLikeMe may substitute a prize of a value equal to or greater than the value of the originally described prize, if the prize, as described, is unavailable on a commercially reasonable basis (as determined by PatientsLikeMe in its sole discretion) for any reason. Prizes may not be redeemed for cash or other consideration.
- (b) Winners will be responsible for all expenses associated with the receipt, possession and use of a prize. PatientsLikeMe is only responsible for prize delivery, not prize utility, quality or otherwise.

Rights in Submission:

In consideration of an entrant's submission being reviewed and evaluated for this contest, each entrant hereby grants to PatientsLikeMe, YouTube and Vimeo, a non-exclusive, irrevocable, universal license to use, copy, sublicense, transmit, distribute, publicly perform, publish, delete or display such submission, or any portion thereof, in any media now known or hereafter devised including, but not limited to, all forms of television and all forms of internet and wireless protocol without any further right of approval. Each Entrant authorizes PatientsLikeMe, YouTube and Vimeo and any entities affiliated or in privity with PatientsLikeMe, YouTube and Vimeo, to utilize, for eternity and in any manner they see fit, the submission submitted to PatientsLikeMe, Vimeo and YouTube, and to make derivative works from such material. Each entrant agrees that the results and proceeds of such use shall become the property of PatientsLikeMe and/or PatientsLikeMe's licensees, and shall be freely assignable by PatientsLikeMe and that the Contest Entities and their assignees and licensees shall have no obligations whatsoever to entrant. Each Entrant releases the Contest Entities, and their assignees and licensees, from any and all claims or liability (now known or hereafter arising), including but not limited to any claims for defense and/or indemnity, in connection therewith. Each entrant also grants permission for the Contest Entities to use entrant's name and likeness, for the purpose of advertising, trade, or promotion without further notice, permission, compensation or consideration in any and all media, unless prohibited by law.

Waiver and Release of Liability by Entrants:

- (a) By entering this contest, each entrant, on behalf of himself/herself and his/her heirs, successors, assigns, agents and representatives, and without further compensation



“PatientsLikeMe® ‘Express Yourself’ Video Contest Rules”

of any kind, waives and releases PatientsLikeMe and its agents, and each of their successors and assigns, from any and all claims that he/she may now or hereafter have in any jurisdiction based on "moral rights" or unfair competition with respect to PatientsLikeMe's and/or its licensees' exploitation of submitted videos, and each entrant agrees not to instigate, support, maintain, or authorize any action, claim, or lawsuit against PatientsLikeMe and/or any of its agents, any of their heirs, successors, assigns, agents and/or representatives, and/or any other person, in connection with this contest, the award, acceptance, possession, use or misuse of any prize and/or on the grounds that any use of any video, or any derivative works thereof, infringes or violates any rights of entrant therein.

- (b) Neither PatientsLikeMe nor any of its agents shall have any obligation, responsibility or liability with respect to: (i) notifications, communications or materials sent from an entrant to PatientsLikeMe or from PatientsLikeMe to an entrant, that are lost, late, misdirected, garbled, inaccurate, incomplete, illegible, unintelligible, damaged or otherwise not received by the intended recipient, in whole or in part, due to computer, post office or technical error of any kind, (ii) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties, (iii) power-related or weather-related events of any kind, and/or to any events not under PatientsLikeMe's direct control, (iv) entries or other communications from entrants that contain inaccurate information or do not comply with these Contest Rules, (v) errors, omissions, interruptions, deletions, defects, delays in operation or transmissions, theft, destruction, unauthorized access or alterations by entrant or third parties, and/or (vi) any damage to entrant's computer system that occurs in connection with accessing PatientsLikeMe's web site and/or submitting a video.
- (c) BY ENTERING THE CONTEST, EACH ENTRANT, ON BEHALF OF HIMSELF/HERSELF AND HIS/HER HEIRS, SUCCESSORS, ASSIGNS, AGENTS AND REPRESENTATIVES, RELEASES PATIENTSLIKEME, EACH OF ITS AGENTS, AND EACH OF THEIR RESPECTIVE SUCCESSORS AND ASSIGNS, FROM AND OF ANY AND ALL CLAIMS AND DAMAGES ARISING OUT OF THEIR PARTICIPATION AND/OR ENTRY IN THIS CONTEST AND/OR THE AWARD, ACCEPTANCE, POSSESSION, USE OR MISUSE OF ANY PRIZE AWARDED IN THIS CONTEST.
- (d) **Waiver of California Civil Code Section 1542.** Further, entrants are advised that California Civil Code § 1542 provides that: A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM MUST HAVE MATERIALLY AFFECTED HIS SETTLEMENT WITH THE DEBTOR. By entering this Contest, each entrant, on behalf of



“PatientsLikeMe® ‘Express Yourself’ Video Contest Rules”

himself/herself and his/her heirs, successors, assigns, agents and representatives, acknowledges that he/she understands the significance and consequences of California Civil Code § 1542 and, to the extent it may be applicable, elects to waive the benefits of its provisions, with the intent that the releases and waivers of liability in these Contest Rules shall include claims known or unknown, and unknown and unsuspected.

Tampering:

- (a) PatientsLikeMe, in its sole discretion, reserves the right to disqualify and prohibit from participating any person, who PatientsLikeMe determines (in its sole discretion) is or is attempting to: (i) tamper with PatientsLikeMe’s web site and/or any part of the contest; (ii) attempting to undermine the legitimate operation of the contest by cheating, deception, or other unfair playing practices, (iii) intending to annoy, abuse, threaten or harass any other participants, PatientsLikeMe or PatientsLikeMe’s Agents; and/or (iv) otherwise violating these Official Rules or the Terms of Use of PatientsLikeMe’s web site.

- (b) ANY ATTEMPT TO DELIBERATELY DAMAGE PATIENTSLIKEME’S WEB SITE (OR ANY PART THEREOF) OR UNDERMINE THE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD ANY SUCH ATTEMPT BE MADE, PATIENTSLIKEME AND ITS LICENSEES (IF ANY) RESERVE THE RIGHT TO SEEK DAMAGES AND ANY OTHER AVAILABLE REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR ANY SUCH ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. EACH ENTRANT AGREES TO INDEMNIFY AND HOLD HARMLESS PATIENTSLIKEME AND ITS AGENTS FROM AND AGAINST ANY AND ALL CLAIMS, LOSSES, DAMAGES AND/OR LIABILITIES (INCLUDING REASONABLE ATTORNEYS’ FEES AND EXPENSES) THAT MAY BE ASSERTED AGAINST OR INCURRED BY ANY OF THEM AT ANY TIME, IN CONNECTION WITH ENTRANT’S VIDEO, OR THE USE THEREOF, AND/OR BY ENTRANT’S BREACHES OF ANY REPRESENTATION, WARRANTY OR COVENANTS ASSOCIATED WITH THIS CONTEST.

PatientsLikeMe’s Right to Terminate This Contest:

If, in PatientsLikeMe's opinion, there is any suspected or actual evidence of fraud, electronic or non-electronic tampering or unauthorized intervention with any portion of this contest, or if fraud or technical difficulties of any sort (e.g., computer viruses, bugs) compromise the integrity of this contest, PatientsLikeMe reserves the right to void suspect video submissions and/or evaluations and/or terminate the contest and award the prizes in its sole discretion. The use of any automated launching or entry software or any other mechanical or electronic means that permits the participant to automatically enter or evaluate repeatedly is prohibited. In the event of a dispute as to the identity of



“PatientsLikeMe® ‘Express Yourself’ Video Contest Rules”

an entrant based on an email address, the entry in question may be disqualified subject to the Judges’ discretion.

Privacy Policy:

Any personal information supplied by you to PatientsLikeMe, YouTube or Vimeo will be subject to PatientsLikeMe’s Privacy Policy posted at <http://www.patientslikeme.com/about/privacy>, YouTube’s Privacy Policy posted at <http://www.youtube.com/t/privacy> and Vimeo’s Privacy Policy posted at <http://vimeo.com/privacy>. By entering this contest, each entrant agrees to be bound by and subject to these Contest Rules, the decisions of PatientsLikeMe in relation to the contest (which shall be final and binding in all respects), the Terms and Conditions of Use applicable to the PatientsLikeMe web site (available for review at http://www.patientslikeme.com/about/user_agreement) and the PatientsLikeMe Privacy Policy (available for review at <http://www.patientslikeme.com/about/privacy>).