HP HBCU BUSINESS CHALLENGE
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

TEAM (DEFINED BELOW) MUST BE WILLING AND ABLE TO TRAVEL BETWEEN JANUARY 14, 2018 AND JANUARY 20, 2018 IF SELECTED AS A GRAND OR FIRST PRIZE WINNING TEAM. ADDITIONALLY, TO BE CONSIDERED A RECIPIENT OF ANY PRIZE, INDIVIDUAL TEAM MEMBERS MUST PARTICIPATE IN THE VIRTUAL AND/OR LIVE PRESENTATION(S) WITH HIS/HER TEAM. TEAMS MAY NOT ADD OR SUBSTITUTE TEAM MEMBERS ONCE A TEAM IS REGISTERED. PLEASE REVIEW THESE OFFICIAL RULES FOR ALL CONTEST DEFINITIONS AND DETAILS.

PLEASE CAREFULLY READ THESE OFFICIAL RULES BEFORE PARTICIPATING IN THIS CONTEST. BY PARTICIPATING, TEAMS AND THEIR SCHOOLS AGREE TO THESE OFFICIAL RULES AND DECISIONS OF THE SPONSOR, WHICH ARE FINAL AND BINDING IN ALL RESPECTS.

1. ELIGIBILITY: The HP HBCU Business Challenge (“Contest”) is open only to groups of up to five (5) eligible participants (each a “Team”). Each eligible participant of a Team (“Team Member”) must be a legal resident of the fifty (50) United States or the District of Columbia, who is (a) physically located within the fifty (50) United States or the District of Columbia; (b) eighteen (18) years of age (nineteen [19] in AL or NE) or older; (c) enrolled at the time of entry as a full-time student (undergraduate or graduate) at an eligible School (defined below); (d) planning to be enrolled as a full-time student in the Fall of 2018 at an accredited university or college; and (e) in good academic standing at their School at the time of entry. A school must be a member school in the National Historically Black College and University (“HBCU”) Business Deans Roundtable and eligible to participate, as determined by Sponsor, in Sponsor’s sole discretion (a “School”) throughout the Contest Entry Period (defined in Section 3). Limit one (1) Team per School*.

*Bonus Team: The Contest is also open to one (1) Bonus Team. The Bonus Team shall consist of a group of up to five (5) eligible participants (the “Bonus Team” or hereinafter the Bonus Team may also be referred to as a “Team”). Each eligible participant of the Bonus Team (also a “Team Member”) must be a legal resident of the fifty (50) United States or the District of Columbia, who is (a) physically located within the fifty (50) United States or the District of Columbia; (b) eighteen (18) years of age (nineteen [19] in AL or NE) or older; (c) enrolled at the time of entry as a full-time student (undergraduate or graduate) at an eligible School (defined above); (d) planning to be enrolled as a full-time student in the Fall of 2018 at an accredited university or college; and (e) in good academic standing at their School and was selected as a winner in the “HP HBCU Elevator Pitch Contest” at the time of entry. See www.hp.com/go/HBCUChallenge for HP HBCU Elevator Pitch Contest Official Rules. The Bonus Team will select a Challenge and create a Business Plan (“Challenge” and “Business Plan” both defined below) and will be included in Round 1 - Virtual Presentations of the Contest Judging. Note: A member of a Bonus Team cannot be a member of another Team.
participating in this Contest. For clarity: A School already representing a Team, may also have eligible student(s) from their School participating on the Bonus Team as long as the student(s) is/are not already part of a Team. Bonus Team members may attend different Schools and are expected to work together virtually.

If a Team Member (a) has been convicted of a felony or has felony charges pending against him or her; (b) has been convicted of any crime (felony or misdemeanor) that, Sponsor determines in its sole discretion, involves drugs or alcohol, sexual, racial or other harassment, domestic violence, or child endangerment or has charges of such crime pending against him or her; (c) has an outstanding arrest warrant (felony or misdemeanor) against him or her; or (d) is subject to a restraining order, he/she is not eligible to participate and/or win a prize in the Contest, and he/she and his/her Team may be disqualified, in Sponsor's discretion.

NOT OPEN TO THE GENERAL PUBLIC. Employees, officers and directors of the HP, Inc. (“Sponsor”), its parent, subsidiaries and affiliated companies, advertising, or production agencies and Web masters/suppliers (collectively the “Promotion Parties”), and their respective IRS dependents, immediate family members (spouse, parent, child, sibling and their respective spouses) and individuals residing in their same household are not eligible to participate or win. All public-sector customers, employees of K-12 public and private education institutions and all libraries including public, public school, college or university, research, and private libraries can participate in the Contest only if they are doing so outside of the official status and not as part of their employment with those entities. The Contest is subject to applicable federal, state and local laws and regulations. Void where prohibited. Sponsor reserves the right, at any time, to verify eligibility requirements in any manner it deems appropriate.

By participating in this Contest, Team Members acknowledge and agree that nothing in this Contest or Official Rules is intended to create or give rise to any employment relationship and Team Member should not have any expectations of employment at entry, during or at the conclusion of Contest or during participation in a Live Presentation (defined in Section 9).

2. REGISTRATION OF TEAMS: All Teams must be determined and documented with Sponsor by September 13, 2017 (with the exception of the Bonus Team which must be determined and documented by 8:00:00 a.m. Central Daylight Time (“CDT”) on September 15, 2017) by an authorized School official (or in the case of the Bonus Team, School officials). In order for a Team to be eligible to participate, an authorized representative of the School must complete the HP HBCU Business Challenge School Registration Form to (a) confirm that the School agrees to these Official Rules and (b) will sponsor a Team. In order to be a registered Team Member, each individual Team Member must complete an HP HBCU Business Challenge Registration Form provided by the Sponsor to (a) confirm that he/she has read and agrees to these Official Rules and (b) provide the following personal information: First name, last name, target graduation date and major, complete mailing address (best address while attending School), email address, date of birth, and phone number.

3. CONTEST ENTRY PERIOD: The submission period for the Contest begins at 9:00:00 a.m. CDT on September 15, 2017 and ends at 11:59:59 p.m. CDT on October 4, 2017 (“Contest Entry Period”). Sponsor’s computer is the official time keeping device for the Contest.
4. **CONTEST ASSIGNMENT:** The Contest invites the Team to choose one (1) of the following Challenges (each a “Challenge”) in which to submit a business plan. Additional details regarding each Challenge will be provided to Schools on or about September 15, 2017. All contents of Team’s submissions, including but not limited to, concept, content, text, images, graphics, photographs, captions and descriptions, data, codes, programs, shall hereinafter be referred to as the “Business Plan”.

   Challenge 1: Personal Systems Services

   Challenge 2: Managed Services Marketing

Business Plan submission requirements:

- All contents of the Business Plan must be in English language.
- Appendix Portion of the Business Plan: Six (6) page maximum of supporting detailed spreadsheets and appropriate appendices. (Business Plans with fewer than six (6) pages of appendices may not use the remaining pages for the text portion of the Business Plan.)
- One (1) cover page and one (1) table of contents page may be included.
- In total, the maximum number of pages is eighteen (18), if a cover page and table of contents are included.
- Submit the file in Adobe Acrobat PDF. No other format will be accepted.
- Files should be named according to the following format, including the Team’s University or College Name where “[UniversityorCollegeName]” is indicated: HP_BCC_[UniversityorCollegeName].pdf
- Business Plans must be in compliance with the Contest Submission Guidelines specified in Section 6 herein.
- Submit to hp.bcc@hp.com.

Contents of the Business Plan must include the following information:

- Executive Summary
- Product, Service or Concept/Idea Description
- Customer/Market Analysis (target market, market size and potential market share)
- Sales and Marketing Plan (how will this idea go-to-market)
- Competitive Analysis (competitors and competitive differentiation)
- Financial Highlights - This data should be included in a summarized fashion in the text portion of the business plan. Detailed financial data and tables should be included in the Appendix.

**Limit one (1) Business Plan per Team. Business Plans will be judged.** See Section 7 for Contest Judging details. Business Plans will be reviewed for content before being judged, however such review does not relieve Team from responsibility for compliance with all of these Official Rules. Business Plans will not be returned. Proof of submission will not be deemed to be proof of receipt of Business Plan by Sponsor.
NOTE: Sponsor reserves the right to modify the Contest Assignment. Should the Contest Assignment be modified, these Official Rules will be updated. Schools and Team Members should review these Official Rules, located at www.hp.com/go/HBCUChallenge ("Web site") prior to the start date for Contest entry modifications (if any).

Team (and their individual Team Members and Schools) acknowledges and agrees that they are sending their Business Plan voluntarily and that no confidential relationship is intended or created between Sponsor and/or any other person or entity by the Team's submission of their Business Plan. In addition, by submitting a Business Plan in this Contest, Team agrees that such Business Plan, and all information sent with the Business Plan, including all rights embodied therein (except for personally identifiable information as identified in Sponsor’s Privacy Policy) are deemed to be non-confidential and non-proprietary and Sponsor shall have no obligation of any kind with respect to such Business Plan and other materials.

Team (and their individual Team Members and Schools) understands and acknowledges that: (i) proprietary rights in and to inventions, discoveries, concepts and ideas are governed by the patent, trademark, copyright, other intellectual property rights and other applicable laws of the United States and other countries and by the trade secret, trademark and other intellectual property rights and other applicable laws of various states; (ii) disclosure of the Business Plan as part of your participation in Contest may adversely affect Team's/School's ability to obtain, secure and/or maintain proprietary rights under the patent, trademark, trade secret, copyright, other intellectual property rights and other applicable laws of the United States, other countries and various states; (iii) it is Team's/School's sole responsibility to evaluate all potential adverse consequences of Team's participation in Contest and to obtain legal advice and consultation as necessary in connection with all such potential adverse consequences, including, without limitation, patent, trademark, trade secret, copyright, other intellectual property rights and other laws and Team's/School's legal rights related to Team's participation in Contest.

Team (and their individual Team Members and Schools) understands and acknowledges that the evaluation, preparation, filing, prosecution and maintenance of patent, trademark, copyright or other intellectual property right applications with respect to the Business Plan are Team's/School's sole responsibility and that Sponsor, its representatives, affiliates, licensees, successors and assigns do not assume and hereby expressly disclaim, any responsibility, obligation or liability whatsoever with respect to the evaluation, preparation, filing, prosecution and/or maintenance of any patent, trademark, copyright or other intellectual property right application with respect to the Business Plan.

Team (and their individual Team Members and Schools) represents and warrants that Team/School has had an opportunity to discuss the potential adverse consequences associated with Team's/School's participation in the Contest in addition to patent, trademark, trade secret, copyright, other intellectual property right and other applicable laws, with Team's/School's own independent legal counsel and that Team/School knowingly and voluntarily accepts any and all risks with respect thereto.

Team (and their individual Team Members and Schools) understands and acknowledges that Sponsor and its representatives, affiliates, licensees, successors and
assigns make no representation or warranty, either express or implied, and that Sponsor and its representatives, affiliates, licensees, successors and assigns hereby expressly disclaim any representation and warranty, express or implied, with respect to Team's/School's participation in Contest or the Business Plan, including, without limitation, the novelty, non-obviousness, usefulness, uniqueness, or patentability of the Business Plan, and you agree that no such representation or warranty shall be implied as a result of the fact that you may be considered as a possible finalist and/or winner as the result of Team's/School's participation in Contest.

Team (and their individual Team Members and Schools) covenants and agrees that Team/School will not, either directly or indirectly, initiate, maintain or prosecute, or in any way knowingly aid or assist in the initiation, maintenance or prosecution of, any claim, demand or cause of action at law or otherwise, against Sponsor or any other Promotion Party, for infringement or misappropriation of any patent, trademark, copyright, trade secret, intellectual property right, design or technology that is included in the Business Plan or is disclosed in the course of Team/School participation in the Contest. You agree that this covenant will run with title to any patents and will bind any person or entity to whom rights in the patents are assigned or otherwise transferred.

5. CONTEST INTEGRITY: The Contest is created for student-created proposals. Team Members are expected to (a) come up with their own original ideas; (b) be the driving force behind their proposed Business Plan; (c) have played the primary role in developing the Business Plan; and (d) ensure their Business Plan is submitted by October 4, 2017 at 11:59:59 p.m. CDT. School faculty, advisors and/or dean cannot be a part of the Team and should not directly participate in the writing or specific development of any part of the Business Plan. School faculty, advisors and/or dean can provide advice and insights into the development of the Business Plan, presentation coaching, and other general education interactions and in matters relating to ensuring the Team has the technology support needed to present virtually (if selected as a Quarter-Finalist).

6. CONTEST SUBMISSION GUIDELINES: By submitting a Business Plan each Team Member warrants and represents that: (a) the Business Plan is the original work of the Team, (b) the Business Plan has not been previously published, (c) the Business Plan has not previously won awards, (d) the Business Plan does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (e) Team has obtained permission for the use of copyrighted materials and/or images from a third-party (if any) or from a person whose name or likeness is used in the Business Plan (if any); (f) publication (if any) of the Business Plan via various media including Web posting, will not infringe on the rights of any member of the Team or third-party rights; (g) the Business Plan is free and clear of any and all liens or claims with respect to the use of the Business Plan in the manner authorized in these Official Rules; and (g) the Business Plan is not be the subject of any patent filing. Any such Team Member will indemnify and hold harmless, Sponsor from any claims to the contrary. The Business Plan must meet the following guidelines:

- Business Plans must comply with these Official Rules;
- Business Plans cannot be sexually explicit or suggestive, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, political, professional or age group, profane or reference pornography, nudity or any materially-dangerous activity;
- Business Plans cannot promote alcohol, illegal drugs, tobacco, marijuana, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message;
- Business Plans cannot be obscene or offensive, or endorse any form of hate or hate group;
- Business Plans cannot defame, misrepresent or contain disparaging remarks about Sponsor or its products or services, or other people, products or companies;
- Business Plans cannot infringe trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind (other than Sponsor’s), without permission, or contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;
- Business Plans cannot infringe copyrighted materials owned by others. Sponsor does not permit the infringement of others’ rights, including but not limited to, rights of privacy or publicity, patents, copyrights, trademarks, trade secrets, idea misappropriation, or any other intellectual property rights, and any use is grounds for disqualification from the Contest. Do not copy lines from your favorite movie or book or include materials or trademarks belonging to any third parties or incorporate the names, likeness or personas of any party other than yourself unless you have obtained all rights necessary to permit you to use the same in connection with the Business Plan and grant the rights herein granted to Sponsor;
- Business Plans cannot contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission;
- Business Plans cannot communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate; and
- Business Plans cannot depict or promote illegal activities, and cannot itself, be in violation of any law.

Any waiver of any Team Member obligation hereunder by Sponsor does not constitute a general waiver of Team Member obligations. Sponsor reserves the right to waive any or all of the Contest submission requirements set forth herein in its reasonable discretion. Sponsor reserves the right, in its reasonable discretion, to request that any Team resubmit their Business Plan if it determines the Business Plan fails to comply with the Business Plan requirements prior to the end of the Contest Entry Period.

7. CONTEST JUDGING: The Contest Judging shall consist of four (4) rounds (each a “Round”) as outlined below. Prior to each Round, the Sponsor will identify a specific panel of judges (each a “Panel”) for the particular Round. The Panel(s) shall be determined by Sponsor, in Sponsor’s sole discretion. While the individual Panel members may change per Round, the same Panel will be used to judge Business Plans for a particular Round. For all Rounds: In the event of a tie, the tie breaker will be based upon the highest point score in the first Judging Criterion (for that particular Round), continuing thereafter to each Judging Criterion in order, as needed, to break the tie(s). If tie(s) still exist, a new Panel will be established and the tied Business Plans shall be re-judged by the new Panel based on the assigned Judging Criteria (dependent up the Round).

INITIAL ROUND (TO DETERMINE QUARTER-FINALISTS): All eligible Business Plans will be judged by the appropriate Panel based on the following criteria (“Initial Round-Judging Criteria”):
For each Challenge, the top ten (10) Submissions receiving the highest cumulative score as determined by the Panel will be deemed the quarter-finalists ("Quarter-Finalists") and will advance to “Round 1 - Virtual Presentations”. Quarter-Finalists will be determined on or about October 16, 2017.

NOTE: Only Team Members of a Quarter-Finalist Team may be a part of the Virtual Presentation. If a Team Member is absent for any reason, he/she shall forfeit his/her prize. No Team Member substitutions or additions. A minimum of three (3) Team Members must participate in each Virtual Presentation to remain eligible.

ROUND 1 - VIRTUAL PRESENTATIONS (TO DETERMINE SEMI-FINALISTS): For each Challenge, the Quarter-Finalists and the Bonus Team (defined in Section 1) will be invited to present their Business Plans via a virtual presentation (“Virtual Presentation”) at a specified time/date, as determined by Sponsor, in Sponsor’s sole discretion. Tentative dates for Round 1 - Virtual Presentations are between October 23, 2017 and October 27, 2017. An HP representative will be assigned to each Quarter-Finalist and the Bonus Team to ensure the Team is prepared for the Virtual Presentation in terms of necessary equipment and technology. Quarter-Finalists and the Bonus Team must submit their presentation materials to their assigned HP representative at least twenty-four (24) hours in advance of their Virtual Presentation. Maximum time for the Virtual Presentation shall not exceed fifty-five (55) minutes to include a ten (10) minute period for introductions of the Team and Panel and a fifteen (15) minute period for questions and answers. Virtual Presentations will be judged by the appropriate Panel based on the following equally-weighted criteria (“Presentation Judging Criteria”):

(a) Written Business Plan (Executive Summary; Product(s), Service(s) or Concept/Idea, Market & Marketing Strategy, Competitor Analysis, Summary of Financials, Innovation/Creativity and Viability);
(b) Verbal/Visual Presentation (Overall presentation and professionalism); and
(c) Does solution display new and fresh knowledge, out-of-the-box thinking, and innovative/disruptive recommendations?

For each Challenge, the top three (3) Business Plans receiving the highest cumulative scores as determined by the appropriate Panel will be deemed the semi-finalists (“Semi-Finalists”) and will advance to the “Round 2 - Virtual Presentations”. Semi-Finalists will be determined on or about October 30, 2017.

REVISED BUSINESS PLANS: Feedback will be provided to all Finalists for coaching purposes only; not for advancement in the Contest. After the feedback is released, Semi-Finalists (only) will have the opportunity to submit a revised written Business Plan no later than three (3) days prior to “Round 2 - Virtual Presentations”. The submission of a revised
Business Plan is advised, but not required. The revised Business Plan should follow the same format as stated in Section 4.

Sponsor reserves the right to conduct a background check of any and all records of each Semi-Finalist or Finalist Team Member, including without limitation, civil and criminal court records and police reports to confirm eligibility. To the extent necessary under law, each Team Member shall authorize this background check to confirm such eligibility. Sponsor may also take all steps necessary to corroborate any information provided to Sponsor by the Team Member. To that end, the Team Member may be obligated to provide necessary contacts and other information so that the Sponsor may conduct such investigation. If not eligible, Sponsor reserves the right (at its sole discretion) to disqualify the Team Member and/or Team from any further participation in the Contest and/or any prize element, based on the background check or refusal to consent to same.

**ROUND 2 – VIRTUAL PRESENTATIONS (TO DETERMINE THE FINALISTS):**

For each Challenge, the three (3) Semi-Finalists (for a total of six [6] Semi-Finalists) will be invited to present their Revised Business Plans via a Virtual Presentation at a specified time/date, as determined by Sponsor, in Sponsor’s sole discretion. Tentative dates for Round 2 - Virtual Presentations are between November 6, 2017 and November 9, 2017. As in Round 1 - Virtual Presentations, an HP representative will be assigned to each Semi-Finalist to ensure the Team is prepared for the Virtual Presentation in terms of necessary equipment and technology.

Maximum time for Round 2-Virtual Presentations shall not exceed fifty-five (55) minutes to include a ten (10) minute period for introductions of the Team and Panel and a fifteen (15) minute period for questions and answers. Round 2-Virtual Presentations will be judged by the appropriate Panel based on Presentation Judging Criteria (stated above).

For each Challenge, the Semi-Finalist receiving the highest cumulative score as determined by the appropriate Panel will be deemed the First Place Finalist and will advance to the “Round 3 - Virtual Presentations”. The Semi-Finalist receiving the next highest cumulative score as determined by appropriate Panel, will be deemed the Second Place Finalist and will receive a Second Prize. The Semi-Finalist receiving the third highest cumulative score as determined by the appropriate Panel will be deemed the Third Place Finalist and will receive a Third Prize. Second and Third Place Finalists will NOT advance to the Round 3 - Virtual Presentations. Finalists’ positions will be determined on or about November 10, 2017.

**ROUND 3 – VIRTUAL PRESENTATIONS (TO DETERMINE THE GRAND AND FIRST PRIZE WINNING TEAMS):** For each Challenge, the First Place Finalist will be invited to present their Revised Business Plan via a third Virtual Presentation at a specified time/date, as determined by Sponsor, in Sponsor’s sole discretion. Tentative date(s) for Round 3-Virtual Presentations will occur between November 13, 2017 and November 17, 2017. As in the previous Virtual Presentation rounds, an HP representative will be assigned to each First Place Finalist to ensure the Team is prepared for the Virtual Presentation in terms of necessary equipment and technology.
Maximum time for Round 3-Virtual Presentations shall not exceed fifty-five (55) minutes to include a ten (10) minute period for introductions of the Team and Panel and a fifteen (15) minute period for questions and answers. Round 3 - Virtual Presentations will be judged by the appropriate Panel based on Presentation Judging Criteria (stated above).

The First Place Finalist receiving the highest cumulative score as determined by the appropriate Panel will be deemed the Grand Prize Winning Team and each Team Member will receive a Grand Prize. The First Place Finalist coming in second place in Round 3 – Virtual Presentations will be deemed the First Prize Winning Team and each Team Member will receive a First Prize. The First Place Finalist positions (Grand Prize Winning Team and First Prize Winning Team) will be determined on or about November 17, 2017 after the conclusion of the Round 3 – Virtual Presentations.

8. **USE OF BUSINESS PLANS:** All Team Members, whether a finalist (at any level) and/or winner or not, and their Schools, agree that in exchange for their participation in Contest, they grant, and have the full right to grant, Sponsor and its representatives, affiliates, licensees, successors and assigns the right, but not the obligation, to edit, rearrange, distribute internally translate, combine with other pictures, items and/or materials, and modify Business Plans. In the event a Team becomes a Quarter-Finalist then, in addition to the rights granted in the previous sentence, at that time the individual Team Members and their School agree to grant the assignable, sublicensable, perpetual, non-exclusive, irrevocable, royalty free, right and license to use, exhibit, display, broadcast, copy, reproduce, adapt, reformat, add to and/or customize, make prototypes of, incorporate into the packaging and packaging design of Sponsor’s products and services encode, compress, encrypt, incorporate data into, rebroadcast, transmit, record, publicly perform, create derivative works of, distribute and synchronize in timed relation to visual and aural elements, and or otherwise exploit, the Business Plan, and/or any portions or excerpts thereof, including any prototypes created as part of the Business Plan, including without limitation, and except where legally prohibited, using School’s name, and each Team Member’s name, image, likeness, performance, voice, and any other attributes of Team Member, individually or with others, in whole or in part, in conjunction with other material, in any manner, including in connection with their products and services, advertising, promoting and publicizing Sponsor, an unlimited number of times, in any and all media now known or hereafter devised, in perpetuity, throughout the world and on the Internet, without any additional notification, permission, liability, obligation, or review or approval by, or additional payment of any kind to Team Member, School or any third party.

Team Members (and their School) warrant that they have the sole and exclusive right to grant such rights to Sponsor, its representatives, affiliates, licensees, successors and assigns, and that the reproduction, publishing, displaying, and/or other use of Team’s Business Plan by Sponsor, its representatives, affiliates, licensees, successors and assigns, will not infringe on any rights of any third parties, including, without limitation, patent, copyright, trademark, trade secret, privacy, or publicity, or any other intellectual property right, or create claims for defamation, false light, idea misappropriation, intentional or negligent infliction of emotional distress, or breach of contract.

Team Members (and their School) acknowledges and agrees that Sponsor, and its representatives, affiliates, licensees, successors and assigns, will be entitled to retain any and all revenue generated from any sales, license or, assignments of the rights granted by Team/School hereunder, as well as any and all revenue generated by the display of any
advertising, publicity, promotional materials, or distribution rights in connection with this Contest and/or Team’s Business Plan.

Team Members (and their School) agrees to obtain, upon request from Sponsor, any documentation necessary to prove their unrestricted ownership in all contents of the Business Plan and their right to use Business Plan as specified in these Official Rules. Team/School also acknowledges and agrees that Sponsor shall own all right, title and interest, including all copyright ownership, in any derivative works they may create from any element of the Business Plan.

Team Members (and their School) understands that although they may believe their Business Plan to be unique and novel, there may be pre-existing ideas, concepts, or proposals that are similar to their Business Plan. Team/School acknowledges and agrees that Sponsor may receive many Business Plans in connection with this Contest and that some Business Plans may be very similar in content, idea, theme, or in other respects to other Business Plans received or submitted. In addition, Team/School acknowledges that the Sponsor may develop information internally that is similar in content, idea, theme or other respects to Business Plans and accordingly, nothing in these Official Rules should be construed as a representation or agreement that the Sponsor has not or will not develop or have developed products, concepts or techniques contemplated by or embodied in Business Plans and any such similarity is purely coincidental and unavoidable. Team/School waives any and all claims they may have had, may have and/or may have in the future, that any Business Plan in this Contest, or any developed product, concept or technique contemplated or embodied by Sponsor is similar to Team’s Business Plan, or that any compensation is due to Team/School in connection with the Contest, the damage, if any, thereby caused to the applicable Team/School will not be irreparable or otherwise sufficient to entitle such Team/School to seek injunctive or other equitable relief or in any way enjoin the production, distribution, exhibition or other exploitation of the Business Plan or any material based on or allegedly based on the Business Plan, and the Team's/School's rights and remedies in any such event shall be strictly limited to the right to recover damages, if any, in an action at law.

9. PRIZE DETAILS:

Grand Prize (up to five [5], one [1] per Grand Prize Winning Team Member): Each Grand Prize Winning Team Member will receive the following items: One (1) HP Spectre x360 Convertible Laptop 13-ac075nr; one (1) HP Powerup Backpack; one (1) Moleskine Soft Cover Journal; and one (1) HP 20 oz. MIIR Classic Bottle. Additionally, each Grand Prize Winning Team Member will be invited to present their Business Plan, together as a Team, “live” (“Live Presentation”) at two (2) different HP locations (“Grand Prize Live Presentations Trip”). The first location shall be at an HP site (to be determined by Sponsor, in Sponsor’s sole discretion) and the second location shall be at HP headquarters in Palo Alto, California. The Grand Prize Live Presentations Trip consists of the following for each Grand Prize Winning Team Member: Coach air transportation (from a major airport nearest Team Member’s residence in the U.S./D.C.) to the city of the first HP site (HP site to be determined at a later date, by Sponsor, in Sponsor’s sole discretion), and then from that city to Palo Alto, California (via city of a major airport near Palo Alto, CA), and then back to Team Member’s originating city of departure for
the Grand Prize Live Presentation Trip; hotel accommodations for a total of four (4) nights (in two [2] different locations; two [2] nights per location); ground transportation in both destination cities to/from airport, hotel, and the Live Presentation locations; and meals at both Live Presentation locations. Approximate Retail Value (“ARV”) of each Grand Prize (per Team Member): $4,395.96.

First Prize (up to five [5], one [1] per First Prize Winning Team Member): Each First Prize Winning Team Member will receive the following items: One (1) HP Spectre x360 Convertible Laptop 13-ac075nr; one (1) Moleskine Soft Cover Journal; and one (1) HP 20 oz. MIIR Classic Bottle. Additionally, each First Prize Winning Team Member will be invited to present their Business Plan, together as a Team, “live” (“Live Presentation”) at an HP site (to be determined by Sponsor, in Sponsor’s sole discretion) (“First Prize Live Presentation Trip”). The First Prize Live Presentation Trip consists of the following for each First Prize Winning Team Member: Round trip coach air transportation (from a major airport nearest Team Member’s residence in the U.S./D.C.) to the city of the HP site (HP site to be determined at a later date, by Sponsor, in Sponsor’s sole discretion); hotel accommodations for two (2) nights; ground transportation in the destination city to/from airport, hotel, and the Live Presentation location; and meals at the Live Presentation location. ARV of each First Prize (per Team Member): $2,729.94.

Second Prize (up to ten [10], one [1] per Second Place Finalist Team Member): One (1) HP Sprocket Red Photo Printer and Sprocket Bundle; and one (1) Sidebar Computer Backpack. ARV of each Second Prize: $239.41.

Third Prize (up to ten [10], one [1] per Third Place Finalist Team Member): One (1) HP Sprocket White Photo Printer and 2-packs photo paper; and one (1) Linen Journal Combo. ARV of each Third Prize: $157.57.

Applicable to the Live Presentations (for all HP sites): Tentative departure dates for the Live Presentations are between January 14, 2018 and January 20, 2018. Team must travel on the same dates and travel must be booked by November 30, 2017. Team Members will be expected to share hotel rooms(s) (double-occupancy, quad-occupancy, or other appropriate accommodations that will sleep up to five (5) Team Members). Selection of airline(s), hotel(s) and the number of hotel rooms to accommodate the Team, are solely within Sponsor’s discretion. It is each Team Member’s responsibility to comply with all travel requirements, which may include, without limitation, presenting necessary identification (including passport or driver’s license) at the time of travel. Flight schedules are subject to change without notice. Sponsor is not liable for any missed prize events or opportunities or expenses incurred as a consequence of flight cancellation/delay or ground transportation delay. In the event a Team Member misses a scheduled airline flight (through no fault of Sponsor or due to Force Majeure), Sponsor will have no liability for any costs associated with changing or rebooking transportation. All ground transportation (other than as stated in the Grand Prize and First Prize descriptions), meals (other than those at a Live Presentation location), gratuities, in-room charges, travel expenses, transfers, taxes, insurance and other expenses not specified herein are the sole responsibility of the individual Team Members. Travel and accommodations are subject to availability and change. Team Members must accept the Live Presentation Trip portion of their prize as stated and travel on the dates specified by Sponsor, or Team (or an individual Team Member) may forfeit its/his/her prize in
the Contest. Actual retail value of a Grand Prize or First Prize will vary depending on
departure city and destination city and may fluctuate due to market conditions, changes in
value of components (e.g., air transportation and hotel rates) and other reasons, and actual
retail value may be different than ARV stated herein due to such conditions.

Note: Only Team Members of the Grand Prize Winning Team (for the Grand Prize Live
Presentations Trip) and the First Prize Winning Team (for the First Prize Live Presentation
Trip) may participate in the Live Presentation. If a Team Member is absent for any reason,
he/she shall forfeit his/her prize, as determined by Sponsor, in Sponsor’s sole discretion. No
Team Member substitutions or additions.

For Live Presentations: Teams should plan to either bring a laptop and/or a copy of
their presentation on a flash drive. Each presentation room is equipped with a large-screen
projector and room equipment to run presentations. IMPORTANT NOTE: If the Team is using
a Mac laptop, they should bring their own video adapter to be able to connect into the A/V
system in the room. Additional information shall be provided to the First Place Finalists prior to
the Live Presentation.

Maximum time for a Live Presentation shall not exceed fifty-five (55) minutes to include
a ten (10) minute period for introductions of the Team and Panel and a fifteen (15) minute
period for questions and answers.

Winning/Finalist Teams must accept prize as stated by Sponsor, or prize may be
forfeited. Taxes on prize are solely the responsibility of each individual winning Team Member.
Individual Team Members will be issued an IRS 1099 tax form for the actual value of their
prize, if applicable. Prizes are non-transferable and no substitution of prize is offered. If a
prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to
substitute prize with another prize of equal or greater value. Any unclaimed prize or portion of
prize will not be awarded.

10. PUBLICITY RELEASE: By participating in Contest, each finalist and/or the winner
grants the right to Sponsor, and its representative, affiliates, licensees and assigns, to record,
film, videotape and photograph the finalist/winner and any Virtual or Live Presentation
(“Images”). These Images will be owned by Sponsor. Sponsor and each of its designees shall
have the right to use, re-use, reproduce, publish, display, exhibit, distribute edit, adapt, post,
stream, copy and exploit such Images, and all elements embodied therein, including any
names, likenesses, address, voice, conversation, biographical and prize information and any
other attributes of finalist or winner, individually or with others, in whole or in part, in
conjunction with other material, in any and all media now known or hereafter devised, for the
purpose of trade, advertising, promotion or on a Winner’s List or any other lawful purpose,
whateover, in perpetuity, throughout the world, without additional compensation,
consideration, notification or permission, except where prohibited by law.

11. FINALISTS/GRAND AND FIRST PRIZE WINNING TEAM NOTIFICATION: The
Schools representing the Finalists and the Grand or First Prize Winning Team will be notified
by mail, email and/or phone on or about the dates stated above corresponding to the
applicable Round of Contest Judging. Authorized representatives of the Schools representing
the Finalists will be required to sign documents required by Sponsor within a specified time
period as stated within the notification. Each Finalist/Winning Team Member will also be
required to complete, execute, and return an Affidavit of Eligibility and a Liability Release, and where legal, a Publicity Release, within a specified time period as stated within the notification. Additional documentation may be required as specified by Sponsor, in Sponsor’s sole discretion, and will be communicated to Schools/Finalists/Winners at the time of notification. If documents are not returned timely, or if the prize notification is returned as nondeliverable, or if a Finalist Team Member and/or Grand or First Prize Winning Team Member is found to be ineligible or otherwise not in compliance with these Official Rules, prize and/or position in the Contest may be forfeited. Sponsor is not responsible for any change of email, mailing address and/or telephone number of Team Members.

12. GENERAL CONDITIONS: As a condition of participating, Team Members (and their School) agrees (and agrees to confirm in writing) that Sponsor, Promotion Parties, and all of their respective officers, directors, employees, representatives and agents (collectively “Released Parties”) are released, will have no liability whatsoever for, and shall be held harmless by Team/School against any liability for any injuries, losses or damages of any kind to person(s), including death, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize, including travel thereto, or participation in this Contest or any Contest-related activities and for any claim including claims based on defamation, publicity rights, invasion of privacy, trade secrets, misappropriation of ideas, patent infringement, copyright infringement, trademark infringement, or any other intellectual property related or other cause of action.

Submission of a Business Plan grants Sponsor and its agents an unlimited, worldwide, perpetual, non-exclusive license and right to publish, use, publicly perform the Business Plan in any way, in any and all media, without limitation, and without consideration to the Team (or their School). By submitting a Business Plan, you agree that your submission is gratuitous and made without restriction, will not place Sponsor under any obligation, Sponsor is free to disclose or otherwise use the ideas contained in the Business Plan on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to you. You acknowledge that, by acceptance of your Team’s Business Plan, Sponsor does not waive any rights to use similar or related ideas previously known to Sponsor, or developed by its employees, or obtained from sources other than you.

By accepting a prize, Team Members agree that the Business Plan will be deemed a Work Made For Hire under the Copyright laws of the United States, but if it cannot be so deemed, then the Team/School irrevocably assigns and transfers to Sponsor all of his/her right, title and interest in and to Team’s Business Plan, including all but not limited to all copyright and trademark rights which he or she may have, in the United States and worldwide, therein, for consideration, the receipt and sufficiency of which is hereby acknowledged. Team/School hereby waives in favor of Sponsor, all rights of “Droit Moral” or “Moral Rights of Authors” or any similar rights or principles of law that Team/School may now or later have to his/her Business Plan. Sponsor reserves the right to alter, change or modify the Business Plan, in its sole discretion. Upon request of Sponsor, Team/School shall execute and deliver such additional instrument of assignment, as may be solely deemed by Sponsor, reasonably necessary to establish the ownership of record of the right, title and interest in and to the Business Plan and of the copyrights transferred and “Moral Rights of Authors” waived under these Official Rules. Should Sponsor fail to request the said assignment as stated, that shall not be deemed a waiver of Sponsor’s rights and Sponsor may at a later time request the assignment.
13. LIMITATIONS OF LIABILITY: Sponsor and Released Parties are not responsible for lost, illegible, late, misdirected, incomplete, mutilated, or non-delivered Business Plans, or emails; or for interrupted or unavailable satellite, network, server, Internet Service Provider, Website, telephone or other connections, availability or accessibility, or miscommunications, or failed computer, satellite, telephone or cable transmissions, or lines, or technical failure or jumbled, garbled, corrupted, scrambled, delayed or misdirected transmissions, or computer hardware or software or telephone malfunctions, failures, or technical errors or difficulties, or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of Team’s Business Plan, or other information, or the failure to capture, or loss of, any such information. Sponsor and Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any equipment or programming associated with or utilized in this Contest; and assume no responsibility for any error, omission, interruption, deletion, defect or delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or tampering with or hacking of any equipment used in the Contest. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with the submission process or operation of the Contest or to be acting in a non-sportsmanlike or disruptive manner, or with intent to threaten, abuse or harass any other person. Sponsor and Released Parties are not responsible for injury or damage to Team Member, Team Member’s computer or any other person’s computer related to or resulting from participating in this Contest. If, for any reason, Contest, in the sole opinion of Sponsor, is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, hacking, unauthorized intervention, fraud, technical failures or any other causes which, in sole opinion of the Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend Contest, and determine finalists/winners from valid submissions received prior to action taken, or as otherwise deemed fair and equitable by Sponsor. Please see the privacy policy located at http://welcome.hp.com/country/us/en/privacy.html for detail of Sponsor’s policy regarding the use of personal information collected in connection with this Contest. Finalists/winners’ names may be included in a publicly-available winners list.

14. BINDING ARBITRATION: Any controversy or claim arising out of or relating to this Contest shall be settled by binding arbitration in a location determined by the arbitrator as set forth herein (provided that such location is reasonably convenient for claimant), or at such other location as may be mutually agreed upon by the parties, in accordance with the procedural rules for commercial disputes set forth in the Comprehensive Arbitration Rules and Procedures of JAMS (“JAMS Rules and Procedures”) then prevailing, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The arbitrator shall be selected pursuant to the JAMS Rules and Procedures. The arbitrator shall apply California law consistent with the Federal Arbitration Act and applicable statutes of limitations, and shall honor claims of privilege recognized at law. In the event that the claimant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of the claimant’s filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive. If any part of this arbitration provision is deemed to be invalid, unenforceable or illegal (other than that claims will not be arbitrated on a class or representative basis), or otherwise conflicts with the rules and procedures established by JAMS, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its
terms as if the invalid, unenforceable, illegal or conflicting provision were not contained herein. If, however, the portion that is deemed invalid, unenforceable or illegal is that claims will not be arbitrated on a class or representative basis, then the entirety of this arbitration provision shall be null and void, and neither claimant nor Sponsor shall be entitled to arbitrate their dispute. Upon filing a demand for arbitration, all parties to such arbitration shall have the right of discovery, which discovery shall be completed within sixty days after the demand for arbitration is made, unless further extended by mutual agreement of the parties. THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE TEAM MEMBER’S INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS CONTEST IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES. BY PARTICIPATING IN SPONSOR’S CONTEST, EACH TEAM MEMBER AND PRIZE WINNER AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE CONTEST, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION AS SET FORTH ABOVE, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY), BUT IN NO EVENT WILL ATTORNEYS’ FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY TEAM MEMBER OR PRIZE RECIPIENT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND TEAM MEMBER HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) TEAM MEMBER AND PRIZE WINNER’S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND TEAM MEMBER IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO EVERY TEAM MEMBER.

15. GOVERNING LAW/JURISDICTION: By participating, Team (and their School) agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, Team Member’s rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of State of California, USA, without giving effect to any choice of law or conflict of law rules, and any matters or proceedings which are not subject to arbitration as set forth in these Official Rules and/or for entering any judgment on an arbitration award, shall take place in the State of California, in Santa Clara County, California. By participating, Team/School consents to the jurisdiction and venue of the federal, state and local courts located in Santa Clara County, California, USA.

16. WINNER’S LIST: For the names of the Finalists and Winners, write your complete name and address on a 3”x5” card and mail it in a first-class, stamped envelope to: HP HBCU Business Challenge Winner’s List, 10 South 5th Street-7th Floor, Dept. 922-791, Minneapolis, MN 55402, for receipt by November 30, 2017.
17. **SPONSOR:** HP, Inc., 1501 Page Mill Road, Palo Alto, CA 94304-1185.