HOKA HEY MOTORCYCLE CHALLENGE™ Name and Logo

As outlined in the Terms and Conditions of the Event, HOKA HEY MOTORCYCLE CHALLENGE™ participants will not be entitled to use the HOKA HEY MOTORCYCLE CHALLENGE™ name or logo for any purpose whatsoever (on any website or in printed materials) without obtaining the prior written consent of the Organization.

Permission will be granted to use the HOKA HEY MOTORCYCLE CHALLENGE™ name and/or logo when participants are promoting their fundraising efforts on behalf of a charity organization or individual. Challenge participants are encouraged to establish a crowdfunding platform (such as a GoFundMe or other social site) to raise money for their charitable cause(s). Such fundraising efforts may be authorized to include the name/logo of the HOKA HEY MOTORCYCLE CHALLENGE™ as long as the promotional materials clearly indicate that the individual is conducting such efforts as a PARTICIPANT in the Event and not as a representative of the Organization.

Use of the HOKA HEY MOTORCYCLE CHALLENGE™ name / logo on any website or in printed materials (e.g., brochures, flyers, posters etc.) will only be granted when the draft concept and promotional materials to be used have undergone review by HOKA HEY MOTORCYCLE CHALLENGE™ Organization.

Under no circumstances will authorization be granted for Challenge participants to create, order, purchase or distribute merchandise (e.g., stickers, flags, mugs, etc.) bearing the HOKA HEY MOTORCYCLE CHALLENGE™ name / logo from any source except the HOKA HEY MOTORCYCLE CHALLENGE™ Organization. If a Challenge participant would like to use merchandise bearing the HOKA HEY MOTORCYCLE CHALLENGE™ name/logo for their fundraising efforts, they must submit a written request to info@hokaheychallenge.com. Such request must describe the fundraising concept and must provide a draft of any promotional materials to be used. At their own discretion, Organizers will either agree, or not, to procure the merchandise on behalf of the participant.

Under no circumstances will permission be granted to alter the HOKA HEY MOTORCYCLE CHALLENGE™ logo in any way, shape or form.

Social & Conventional Media Outlets

Participants may also be granted the right to create their own social media presence as it relates to their participation in the HOKA HEY MOTORCYCLE CHALLENGE**™,** however, they must preempt (describe) their page by acknowledging that it is an "Unofficial" forum where participants may gather and share information but that, as it relates to the rules and regulations of the Event, users are to seek guidance from official sources such as the HOKA HEY MOTORCYCLE CHALLENGE**™** website, HOKA HEY MOTORCYCLE CHALLENGE**™** Facebook**™** page, the HOKA HEY COMMUNITY Facebook**™** page, or by contacting the Organizers directly.

Participants may, at times, be inclined to make public comment about their experience in the HOKA HEY MOTORCYCLE CHALLENGE**™** thru various media outlets. Such media outlets may include but shall not be limited to; online forums, discussion groups or blogs; newspaper, magazine or radio interviews; articles or memoirs about their experiences; etc. Such public comment may be made without the express written consent from organizers but must not include or bear the HOKA HEY MOTORCYCLE CHALLENGE™ logo without the express written permission of the Challenge Organizers.

Book Authorship

Would-be authors must submit a written request along with an outline and general format of the book to info@hokaheychallenge.com. It is expected that the book will include the name of the HOKA HEY MOTORCYCLE CHALLENGE™ as well as personal photographs which include the logo, however, permission to use the HOKA HEY MOTORCYCLE CHALLENGE™ logo will only be granted upon the review of the completed manuscript. Derogatory comments within your manuscript about the HOKA HEY MOTORCYCLE CHALLENGE™ would violate the agreements made when applying to participate in the Event.

Any book narrative pertaining to the individual's HOKA HEY MOTORCYCLE CHALLENGE™ experience must contain this (or comparable) statement:

> "This narrative of the author's involvement with the Hoka Hey Motorcycle Challenge™ is specific to the experiences, emotions, thoughts, accomplishments and decisions of the author. The organizers of the Hoka Hey Motorcycle Challenge™ assume no responsibility for errors, omissions, or damages arising from its content and do not warrant that the information contained in this book to be fully complete or accurate."

Intellectual Property Rights and Grants

All intellectual property rights (including any patent, copyright, database rights, registered design, trade mark, trade name, logos, service marks, know-how or industrial or intellectual property right subsisting anywhere in the world and any applications to protect any of the above) and goodwill in and relating to the HOKA HEY MOTORCYCLE CHALLENGE™ Web format, art direction, look, feel and content (the "Intellectual Property Rights") is owned by or licensed to us or our third party contributors or creative partners. The images, content, text and information provided by us is for your personal use only and must not be used or distributed for commercial purposes or reproduced, republished, distributed, posted, sold, transferred, linked to or modified without our written permission. Except as expressly permitted, your use of the Intellectual Property Rights displayed on this site or any other content on the site is prohibited. Except as expressly permitted, you agree that when using the site you will not (i) publish, post, upload, store, distribute or disseminate any unlawful, defamatory, infringing, obscene, harmful, confidential, libelous, hateful, or otherwise illegal material or information or anything which might constitute a criminal or civil offence (ii) upload files that contain software or other material which are the intellectual property rights of any third party or which are protected by rights of privacy or publicity of any third party without having received all necessary consents or (iii) upload files that contain viruses, corrupted files, or any other software or programs or do anything that may interfere with, disrupt or damage the operation of the site or any other computer.

HOKA HEY MOTORCYCLE CHALLENGE™ Board of Directors