## **User Generated Content License**

We love your User Content and know others will benefit from seeing it on our websites, social media channels, retailers' websites and other forms of media. As you consider allowing Bose Corporation to use your User Content, we want to make sure you know exactly how we intend to use it. "User Content" refers to your comments, tweets, posts, photos, pictures, images, videos, materials or other user-generated content or information.

By replying to our [\_\_\_\_\_] post with [#MyBose] and providing your permission, you are affirming that you alone created or own the User Content and no one else has any rights to it or could claim they own it or that it infringes on rights of others. Likewise, if there are people in the User Content other than yourself, you are also affirming they are over 18 and they know you are giving us permission to use the User Content, and have consented to it being used by Bose pursuant to this license.

You will continue to own the User Content. You are giving Bose and its affiliates a non-exclusive license to use the User Content which can't be revoked by you except where permitted by law. Bose and its affiliates will have the right to reproduce the User Content in any form (including, but not limited to, video, internet posting, reproduction, display, email, publication, and distribution), either through our own services or services provided by third parties, throughout the world in perpetuity in any medium now known or later developed and without restriction or limitation. Also, if you posted your User Content with your real name, username, caption, location information or other identifying information, you agree we can use that information with your User Content. The User Content and other information may be used for advertising and promotional purposes and Bose may use the User Content either alone or in conjunction with sketches, cartoons, captions, films, art work, textural matter, materials written by us or others, or other photographs. You understand that you won't have the right to approve how we use your User Content. While Bose will make commercially reasonable efforts to give you credit for your User Content if Bose uses it, you agree that such credit is not mandatory and your permission for us to use your User Content is not contingent upon such credit being given or any fees being paid to you.

You also understand that by granting us permission to use your User Content, you are at least 18 years of age, and release Bose and its affiliates, their employees and officers, and any third party services that use your User Content from any and all claims, actions or proceedings of any kind, and from any and all damages, losses, costs and expenses, including reasonable attorney's fees and expenses relating to or arising out of the use of your User Content as contemplated by this license.

If you don't agree to these terms, we completely understand and no further action is required. We are thrilled to see Bose as a part of your page and look forward to seeing any new photos you post as well.

|  | e contact us a | @bose.com |  |  |  |
|--|----------------|-----------|--|--|--|
|  |                |           |  |  |  |
|  |                |           |  |  |  |
|  |                |           |  |  |  |
|  |                |           |  |  |  |