

ZOETIS BORN OF THE BOND STORIES OFFER

Official Terms and Conditions:

1. **SHARE** the story of your bond or relationship with your cattle (the “Story”) at www.bornofthebond.com (“Website”) from 10/26/20 – 2/28/21 (“Offer Period”) to participate in the **Zoetis Born of the Bond Stories Offer** (“Offer”).
2. **BE ONE OF THE FIRST 1,000** eligible participants to share your Story (five hundred (500) words max.), as instructed in the Website.
3. **GET** a gift in the form of one (1) free hat (ARV \$15.00) — while supplies last or until 2/28/21, whichever occurs first. Please allow six to eight weeks for delivery of gift.

Limit one (1) gift per person in the Offer Period. Offer open only to legal residents of the fifty (50) United States and District of Columbia who are eighteen (18) years of age or older and are a cattle producer. Offer is valid only in the fifty (50) United States and District of Columbia. Void where prohibited, taxed or restricted by law. All submissions become the exclusive property of Sponsor. Story submissions may not be published without Sponsor’s prior written permission and may not be sold, traded, assigned or transferred. Misuse or fraud will void this offer. All submissions provided in the promotion must comply with these terms and conditions. By participating in the Offer, each participant unconditionally accepts and agrees to comply with and abide by these official terms and conditions and the decisions of Sponsor, which shall be final and binding in all respects. For information about how the Sponsor uses your personal information, please see its privacy policy, located at <http://www.zoetis.com/privacy-policy>. Each participant in the Offer hereby irrevocably grants to Sponsor, its designees, affiliates, successors and assigns (“Promotion Entities”), the nonexclusive, irrevocable, fully paid, universal license to use, copy, sublicense, transmit, distribute, publicly perform, publish, delete or display their Story and participant’s name, likeness, and biographical information in any media for any purpose now known or hereafter devised including, but not limited to, all forms of electronic media, print media and all forms of internet and wireless protocol in perpetuity and throughout the universe without compensation for advertising, marketing, publicity and promotional purposes in connection with the Offer and other promotions. Sponsor shall have the right, in its sole discretion, to edit, composite, morph, scan, duplicate, or alter the Story for any purpose which Sponsor deems necessary or desirable, and each participant irrevocably waives any and all so-called moral rights they may have therein. By participating in the Offer, each participant, where permitted by law, hereby releases the Promotion Entities from any liability with respect thereto. Sponsor: Zoetis US LLC, 10 Sylvan Way, Parsippany, NJ 07054.

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