

**The MAXIM ICON 2025 Competition
Promotion Rules**

NO PURCHASE IS NECESSARY TO ENTER OR WIN.

A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. PLEASE READ THESE RULES CAREFULLY. AS EXPLAINED BELOW, THE RULES REQUIRE THAT DISPUTES ARISING OUT OF OR RELATING TO THIS PROMOTION BE RESOLVED IN ARBITRATION ON AN INDIVIDUAL BASIS, RATHER THAN BY CLASS ACTIONS OR JURY TRIALS, AND LIMIT YOUR RIGHTS AND REMEDIES IN THE EVENT OF A DISPUTE.

Following are the Official Promotion Rules for this Promotion. By participating, you are bound by these Promotion Rules and the [Maxim Master Rules](#), which are incorporated by reference into these Promotion Rules of this Promotion. Capitalized terms used and not defined here have the respective meanings ascribed to them in the [Maxim Master Rules](#).

1. **Promotion ID:** 4
2. **Promotion Name:** The MAXIM ICON 2025 Competition (the “**Promotion**”)
3. **Promotion Type:** A Competition
4. **Promotion URL:** <https://covergirl.maxim.com> (the “**Promotion URL**”)
5. **Promotion Period:** The Promotion begins at 9:00 p.m. Eastern Time (“ET”) on January 7, 2025 and ends at 9:00p.m. ET on August 23, 2025 (the “**Promotion Period**”).
6. **Eligibility:** In addition to the Eligibility requirements listed in the Master Rules, Entrants of this Promotion must be female (except as prohibited by law).
7. **How to Register to Enter:** From 9:00 p.m. Eastern Time (“ET”) on January 7, 2025 through 9:00 p.m. ET on April 29, 2025 (the “**Registration Period**”) visit the Promotion URL and locate the official entry form for this Promotion. Follow the instructions, complete all required fields, upload at least one (1) or more photographs of yourself, and submit the entry form to receive an Entry in this Promotion. **LIMIT ONE (1) CONCURRENT ENTRY IN THE PROMOTION PER PERSON/EMAIL ADDRESS.**
8. **Phases, Groups & Rounds:** The competition consists of 3 Phases and multiple Rounds:
 - a. **Phase 1: League Voting Phase:** This Phase consists of the Groups and Rounds defined below. Entries received shall be placed by Sponsor into Groups of Entries. Winners for each League Voting Phase Round will be selected by Voting.
 - i. **League Voting Phase Start Dates, End Dates & Overtime:**
 - 1) **Rose League Dates:** When you register for this Promotion, you will be placed into a Group of up to thirty (30) Entries that all registered during the same time period as set forth in the Chart below. There may be more than one “Group” during each period; the collection of such “Groups” is identified in the chart below as a “Cohort”. Entries may start collecting Votes as soon as they are registered for this Promotion. The start and end dates for each Group within a Cohort are set forth in the chart below. For each Cohort listed below, the Round, Registration & Voting Start Date will begin for all Groups in that Cohort at 9:00:00 PM ET on the date indicated and the Registration End Date will end at 9:00:00 PM ET on the date indicated. The Round and Voting End Date for all Groups within a Cohort will end at 9:00:00 PM ET on the date indicated, subject to any Overtime as described in the Master Rules. All of the foregoing as determined in Sponsor’s discretion.

Cohort	Rose League, Registration & Voting Start Date	Registration End Date	Rose League & Voting End Date
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A	01/07/2025	01/14/2025	01/18/2025
B	01/14/2025	01/21/2025	01/25/2025
C	01/21/2025	01/28/2025	02/01/2025
D	01/28/2025	02/04/2025	02/08/2025
E	02/04/2025	02/11/2025	02/15/2025
F	02/11/2025	02/18/2025	02/22/2025
G	02/18/2025	02/25/2025	03/01/2025
H	02/25/2025	03/04/2025	03/08/2025
I	03/04/2025	03/11/2025	03/15/2025
J	03/11/2025	03/18/2025	03/22/2025
K	03/18/2025	03/25/2025	03/29/2025
L	03/25/2025	04/01/2025	04/05/2025
M	04/01/2025	04/08/2025	04/12/2025
N	04/08/2025	04/15/2025	04/19/2025
O	04/15/2025	04/22/2025	04/26/2025
P	04/22/2025	04/29/2025	05/03/2025

- 2) **All other League Voting Rounds Dates:** Except for the Rose League, each Round (and Voting for each such Round) during the League Voting Phase will start each Saturday at 9:00 pm ET and end on the following Saturday at 9:00 pm ET. If there are not enough Entries to start the next Round, then the next Round (and Voting for that Round) will be delayed until the subsequent Saturday at 9:00 pm ET when there are enough eligible Entries available to start the next Round.
- 3) **Overtime:** If Overtime is triggered for any Group within a Voting Round, then the end time for that Voting Round could be extended up to a maximum of two (2) additional hours for that Group. See the Overtime section in the Master Rules for more details. If any Votes are received after 9:00 pm ET in any Round while it is in Overtime, and the following Round is scheduled to begin at 9:00 pm ET on that same day, then those Votes shall be applied to both the Round in Overtime and the following Round.

The League Voting Phase Rounds are as follows:

- 1) **Rose League:** This Round will run between 01/07/2025 and 05/03/2025. The total number of Groups and the number of Entries per Group will be based on the number of Entries received during each day of Registration. Entries in this Round will be composed of new Entrants, Rose League Runner-ups, and Pearl League Losers. During this Round:
 - a) Entries face new competitors. Vote counts start at 0.
 - b) In each Group the three (3) Entries with the highest number of Votes accumulated through the end of this Round will be selected as “**Rose League Winners**”. The Rose League Winner Entries will advance to the Pearl League Round.
 - c) In each Group the next three (3) Entries with the 4th, 5th and 6th highest number of Votes accumulated through the end of this Round will be selected as “**Rose League Runner-Ups**”. Except for the last Rose League Round, Rose League Runner-Up Entries will stay in

the Rose League for one (1) additional Round. In the last Rose League Round, Rose League Runner-Up Entries will be eliminated from this Promotion.

- d) The losing Entries from this Round will be eliminated from this Promotion.
- 2) **Pearl League:** Up to 30 entries per Group. This Round will run between 01/18/2025 and 05/10/2025. The total number of Groups and the number of Entries per Group will be based on the number of other Leagues currently active. Entries in this Round will be composed of Rose League Winners, Pearl League Runner-ups, and Crystal League Losers. During this Round:
 - a) Entries face new competitors. Vote counts start at 0.
 - b) In each Group the three (3) Entries with the highest number of Votes accumulated through the end of this Round will be selected as “**Pearl League Winners**”. The Pearl League Winner Entries will advance to the Crystal League Round.
 - c) In each Group the next three (3) Entries with the 4th, 5th and 6th highest number of Votes accumulated through the end of this Round will be selected as “**Pearl League Runner-Ups**”. Except for the last Pearl League Round, Pearl League Runner-Up Entries will stay in the Pearl League for one (1) additional Round. In the last Pearl League Round, Pearl League Runner-Up Entries will be eliminated from this Promotion.
 - d) The remaining losing Entries from this Round will be selected as “**Pearl League Losers**”. Except for the last two (2) Pearl League Rounds, Pearl League Loser Entries will advance to the Rose League Round. In the last two (2) Pearl League Rounds, Pearl League Loser Entries will be eliminated from this Promotion.
 - 3) **Crystal League:** Up to 30 entries per Group. This Round will run between 01/25/2025 and 05/17/2025. The total number of Groups and the number of Entries per Group will be based on the number of other Leagues currently active. Entries in this Round will be composed of Pearl League Winners, Crystal League Runner-ups, and Ruby League Losers. During this Round:
 - a) Entries face new competitors. Vote counts start at 0.
 - b) In each Group the three (3) Entries with the highest number of Votes accumulated through the end of this Round will be selected as “**Crystal League Winners**”. The Crystal League Winner Entries will advance to the Ruby League Round.
 - c) In each Group the next three (3) Entries with the 4th, 5th and 6th highest number of Votes accumulated through the end of this Round will be selected as “**Crystal League Runner-Ups**”. Except for the last Crystal League Round, Crystal League Runner-Up Entries will stay in the Crystal League for one (1) additional Round. In the last Crystal League Round, Crystal League Runner-Up Entries will be eliminated from this Promotion.
 - d) The remaining losing Entries from this Round will be selected as “**Crystal League Losers**”. Except for the last two (2) Crystal League Rounds, Crystal League Loser Entries will advance to the Pearl League Round. In the last two (2) Crystal League Rounds, Crystal League Loser Entries will be eliminated from this Promotion.
 - 4) **Ruby League:** Up to 30 entries per Group. This Round will run between 02/01/2025 and 05/24/2025. The total number of Groups and the number of

Entries per Group will be based on the number of other Leagues currently active. Entries in this Round will be composed of Crystal League Winners, Ruby League Runner-ups, and Emerald League Losers. During this Round:

- a) Entries face new competitors. Vote counts start at 0.
 - b) In each Group the three (3) Entries with the highest number of Votes accumulated through the end of this Round will be selected as **"Ruby League Winners"**. The Ruby League Winner Entries will advance to the Emerald League Round.
 - c) In each Group the next three (3) Entries with the 4th, 5th and 6th highest number of Votes accumulated through the end of this Round will be selected as **"Ruby League Runner-Ups"**. Except for the last Ruby League Round, Ruby League Runner-Ups will stay in the Ruby League for one (1) additional Round. The Ruby League Runner-Up Entries from the last Ruby League Round will be eliminated from this Promotion.
 - d) The remaining losing Entries from this Round will be selected as **"Ruby League Losers"**. Except for the last two (2) Ruby League Rounds, Ruby League Loser Entries will advance to the Crystal League Round. In the last two (2) Ruby League Rounds, Ruby League Loser Entries will be eliminated from this Promotion.
- 5) **Emerald League:** Up to 20 entries per Group. This Round will run between 02/08/2025 and 05/31/2025. The total number of Groups and the number of Entries per Group will be based on the number of other Leagues currently active. Entries in this Round will be composed of Ruby League Winners, Emerald League Runner-ups, and Sapphire League Losers. During this Round:
- a) Entries face new competitors. Vote counts start at 0.
 - b) In each Group the three (3) Entries with the highest number of Votes accumulated through the end of this Round will be selected as **"Emerald League Winners"**. The Emerald League Winner Entries will advance to the Sapphire League Round.
 - c) In each Group the next three (3) Entries with the 4th, 5th and 6th highest number of Votes accumulated through the end of this Round will be selected as **"Emerald League Runner-Ups"**. Except for the last Emerald League Round, Emerald League Runner-Up Entries will stay in the Emerald League for one (1) additional Round. The Emerald League Runner-Up Entries from the last Emerald League Round will be eliminated from this Promotion.
 - d) The remaining losing Entries from this Round will be selected as **"Emerald League Losers"**. Except for the last two (2) Emerald League Rounds, Emerald League Loser Entries will advance to the Ruby League Round. In the last two (2) Emerald League Rounds, Emerald League Loser Entries will be eliminated from this Promotion.
- 6) **Sapphire League:** Up to 20 entries per Group. This Round will run between 02/15/2025 and 06/07/2025. The total number of Groups and the number of Entries per Group will be based on the number of other Leagues currently active. Entries in this Round will be composed of Emerald League Winners, Sapphire League Runner-ups, and Silver League Losers. During this Round:
- a) Entries face new competitors. Vote counts start at 0.

- b) In each Group the three (3) Entries with the highest number of Votes accumulated through the end of this Round will be selected as “**Sapphire League Winners**”. Sapphire League Winner Entries will advance to the Silver League Round.
 - c) In each Group the next three (3) Entries with the 4th, 5th and 6th highest number of Votes accumulated through the end of this Round will be selected as “**Sapphire League Runner-Ups**”. Except for the last Sapphire League Round, Sapphire League Runner-Up Entries will stay in the Sapphire League for one (1) additional Round. In the last Sapphire League Round, Sapphire League Runner-Up Entries will be eliminated from this Promotion.
 - d) The remaining losing Entries from this Round will be selected as “**Sapphire League Losers**”. Except for the last two (2) Sapphire League Rounds, Sapphire League Loser Entries will advance to the Emerald League Round. In the last two (2) Sapphire League Rounds, Sapphire League Loser Entries will be eliminated from this Promotion.
- 7) **Silver League:** Up to 20 entries per Group. This Round will run between 02/22/2025 and 06/14/2025. The total number of Groups and the number of Entries per Group will be based on the number of other Leagues currently active. Entries in this Round will be composed of Sapphire League Winners, Silver League Runner-ups, and Gold League Losers. During this Round:
- a) Entries face new competitors. Vote counts start at 0.
 - b) In each Group the three (3) Entries with the highest number of Votes accumulated through the end of this Round will be selected as “**Silver League Winners**”. The Silver League Winner Entries will advance to the Gold League Round.
 - c) In each Group the next three (3) Entries with the 4th, 5th and 6th highest number of Votes accumulated through the end of this Round will be selected as “**Silver League Runner-Ups**”. Except for the last Silver League Round, Silver League Runner-Up Entries will stay in the Silver League for one (1) additional Round. In the last Silver League Round, Silver League Runner-Up Entries will be eliminated from this Promotion.
 - d) The remaining losing Entries from this Round will be selected as “**Silver League Losers**”. Except for the last two (2) Silver League Rounds, Silver League Loser Entries will advance to the Sapphire League Round. In the last two (2) Silver League Rounds, Silver League Loser Entries will be eliminated from this Promotion.
- 8) **Gold League:** Up to 20 entries per Group. This Round will run between 03/01/2025 and 06/21/2025. The total number of Groups and the number of Entries per Group will be based on the number of other Leagues currently active. Entries in this Round will be composed of Silver League Winners, Gold League Runner-ups, and Platinum League Losers. During this Round:
- a) Entries face new competitors. Vote counts start at 0.
 - b) In each Group the three (3) Entries with the highest number of Votes accumulated through the end of this Round will be selected as “**Gold League Winners**”. The Gold League Winner Entries will advance to the Platinum League Round.
 - c) In each Group the next three (3) Entries with the 4th, 5th and 6th highest number of Votes accumulated through the end of this Round

will be selected as “**Gold League Runner-Ups**”. Except for the last Gold League Round, Gold League Runner-Up Entries will stay in the Gold League for one (1) additional Round. In the last Gold League Round, Gold League Runner-Up Entries will be eliminated from this Promotion.

- d) The remaining losing Entries from this Round will be selected as “**Gold League Losers**”. Except for the last two (2) Gold League Rounds, Gold League Loser Entries will advance to the Silver League Round. In the last two (2) Gold League Rounds, Gold League Loser Entries will be eliminated from this Promotion.
- 9) **Platinum League:** Up to 20 entries per Group. This Round will run between 03/08/2025 and 06/28/2025. The total number of Groups and the number of Entries per Group will be based on the number of other Leagues currently active. Entries in this Round will be composed of Gold League Winners, Platinum League Runner-ups, and Diamond League Losers. During this Round:
- a) Entries face new competitors. Vote counts start at 0.
 - b) In each Group the three (3) Entries with the highest number of Votes accumulated through the end of this Round will be selected as “**Platinum League Winners**”. The Platinum League Winner Entries will advance to the Diamond League Round.
 - c) In each Group the next three (3) Entries with the 4th, 5th and 6th highest number of Votes accumulated through the end of this Round will be selected as “**Platinum League Runner-Ups**”. Except for the last Platinum League Round, Platinum League Runner-Up Entries will stay in the Platinum League for one (1) additional Round. In the last Platinum League Round, Platinum League Runner-Up Entries will be eliminated from this Promotion.
 - d) The remaining losing Entries from this Round will be selected as “**Platinum League Losers**”. Except for the last two (2) Platinum League Rounds, Platinum League Loser Entries will advance to the Gold League Round. In the last two (2) Platinum League Rounds, Platinum League Loser Entries will be eliminated from this Promotion.
- 10) **Diamond League:** Up to 10 entries per Group. This Round will run between 03/15/2025 and 07/05/2025. The total number of Groups and the number of Entries per Group will be based on the number of other Leagues currently active. Entries in this Round will be composed of Platinum League Winners and Diamond League Runner-ups. During this Round:
- a) Entries face new competitors. Vote counts start at 0.
 - b) In each Group the one (1) Entry with the highest number of Votes accumulated through the end of this Round will be selected as “**Diamond League Winners**”. The Diamond League Winner Entries will advance to the Icon League Finals Round.
 - c) In each Group the next one (1) Entry with the 2nd highest number of Votes accumulated through the end of this Round will be selected as the “**Diamond League Runner-Up**”. Except for the last Diamond League Round, Diamond League Runner-Up Entries will stay in the Diamond League for one (1) additional Round. In the last Diamond League Round, Diamond League Runner-Up Entries will be eliminated from this Promotion.

d) The remaining losing Entries from this Round will be selected as “**Diamond League Losers**”. Except for the last two (2) Diamond League Rounds, Diamond League Loser Entries will advance to the Platinum League Round. In the last two (2) Diamond League Rounds, Diamond League Loser Entries will be eliminated from this Promotion.

b. **Phase 2: League Finals.** This Round will run between 03/22/2025 and 07/26/2025. In this Phase there will be three (3) Groups composed of Diamond League Winners. Each Diamond League Winner will participate in a video conference Interview.

During this Round each Diamond League Winner’s Entry, Interview, and Profile will be judged by qualified judges, under the supervision of Promotion Administrator, an independent judging organization, on the basis of the following: Maxim cover model potential, authenticity, modeling skill, professionalism, iconicity, range/versatility, charisma, and creativity (collectively the “**League Finals Judging Criteria**”).

The Diamond League Winner who receives the highest total score within their Group based on the League Finals Judging Criteria shall be deemed a “**League Finals Winner**”. A total of three (3) League Finals Winners will be selected. The League Finals Winners will be determined between 03/22/2025 and 07/26/2025 in San Antonio, Texas.

In the event of a tie within any Group, each tied Diamond League Winner’s Entry, Interview, and Profile will be re-judged by the judges using the League Finals Judging Criteria. If there is a subsequent tie, the tie breaker will be based upon the highest score in the first League Finals Judging Criterion, continuing thereafter to each League Finals Judging Criterion in order, as needed, to break the tie.

c. **Phase 3: League Championship:** This Round will run between 04/05/2025 and 08/23/2025. In this Phase, the three (3) League Finals Winners will each participate in a Photoshoot.

During this Round, each League Finals Winner’s Photoshoot, Entry, Interview, and Profile will be judged by qualified judges, under the supervision of Promotion Administrator, an independent judging organization, on the basis of the following: Maxim cover model potential, authenticity, modeling skill, professionalism, iconicity, range/versatility, charisma, and creativity (collectively the “**League Championship Judging Criteria**”).

The League Finals Winner who receives the highest total score, based on the League Championship Judging Criteria shall be deemed the “**League Champion Winner**”. The League Champion Winner will be determined on or about 08/30/2025 in San Antonio, Texas.

In the event of a tie, each tied League Finals Winner’s Photoshoot, Entry, Interview, and Profile will be re-judged by the judges using the League Championship Judging Criteria. If there is a subsequent tie, the tie breaker will be based upon the highest score in the first League Championship Judging Criterion, continuing thereafter to each League Championship Judging Criterion in order, as needed, to break the tie.

9. Prizes and Approximate Retail Values (“ARV”):

a. **One (1) League Championship Prize awarded to the League Champion Winner:** The League Championship Prize includes the following:

- i. \$50,000 paid in the form of a check (ARV \$50,000);
- ii. A trip for the League Champion Winner to New York City, NY to participate in a League Championship Photoshoot. Includes Round-trip economy air transportation from the major airport nearest winner’s residence to New York, NY (as determined in Sponsor’s sole discretion) and hotel accommodations for 5-days / 4-nights (ARV: up to \$5,000);
- iii. A League Championship Photoshoot in New York, NY (ARV \$5,000);

- iv. Maxim Content from the League Finals Photoshoot and/or League Championship Photoshoot shall be featured for one (1) day on billboard advertisements in Time Square, New York City during the week of September 11 – 16, 2025 (ARV \$50,000). Dates of the billboard advertisement are at Sponsor's sole discretion and are subject to availability, and change; and
- v. Maxim Content from the League Finals Photoshoot and/or League Championship Photoshoot shall be included in a featured article in MAXIM magazine (ARV \$5,000).

Total ARV of the League Championship Prize is \$115,000.

- b. **Three (3) League Finals Prizes awarded to the League Finals Winners:** Each League Finals Prize includes the following:
 - i. \$5,000 paid in the form of a check (ARV \$5,000);
 - ii. A trip for the League Finals Winner to Miami, FL to participate in a League Finals Photoshoot. Includes Round-trip economy air transportation from the major airport nearest winner's residence to Miami, FL (as determined in Sponsor's sole discretion) and hotel accommodations for 5-days / 4-nights (ARV: up to \$5,000); and
 - iii. A League Finals Photoshoot in Miami, FL (ARV \$5,000).

Total ARV of each League Finals Prize is \$15,000.

- c. **Additional Prizes:** The following prizes will be awarded based on the number of groups in each Round and the number of winners in each group, up to a maximum of one hundred thousand (100,000) of each of the following prizes:
 - i. **Rose League Winner Prizes awarded to the Rose League Winners.** Each prize includes one (1) ICON Rose League Winner Digital Mystery Prize (ARV: \$0).
 - ii. **Pearl League Winner Prizes awarded to the Pearl League Winners.** Each prize includes one (1) ICON Pearl League Winner Digital Mystery Prize (ARV: \$0).
 - iii. **Crystal League Winner Prizes awarded to the Crystal League Winners.** Each prize includes one (1) ICON Crystal League Winner Digital Mystery Prize (ARV: \$0).
 - iv. **Ruby League Winner Prizes awarded to the Ruby League Winners.** Each prize includes one (1) ICON Ruby League Winner Digital Mystery Prize (ARV: \$0).
 - v. **Emerald League Winner Prizes awarded to the Emerald League Winners.** Each prize includes one (1) ICON Emerald League Winner Digital Mystery Prize (ARV: \$0).
 - vi. **Sapphire League Winner Prizes awarded to the Sapphire League Winners.** Each prize includes one (1) ICON Sapphire League Winner Digital Mystery Prize (ARV: \$0).
 - vii. **Silver League Winner Prizes awarded to the Silver League Winners.** Each prize includes one (1) ICON Silver League Winner Digital Mystery Prize (ARV: \$0).
 - viii. **Gold League Winner Prizes awarded to the Gold League Winners.** Each prize includes one (1) ICON Gold League Winner Digital Mystery Prize (ARV: \$0).
 - ix. **Platinum League Winner Prizes awarded to the Platinum League Winners.** Each prize includes one (1) ICON Platinum League Winner Digital Mystery Prize (ARV: \$0).
 - x. **Diamond League Winner Prizes awarded to the Diamond League Winners.** Each prize includes one (1) ICON Diamond League Winner Digital Mystery Prize (ARV: \$0).

- xi. **Pearl League Runner-Up Prizes awarded to the Pearl League Runner-Ups.** Each prize includes one (1) ICON Pearl League Runner-Up Digital Mystery Prize (ARV: \$0).
- xii. **Crystal League Runner-Up Prizes awarded to the Crystal League Runner-Ups.** Each prize includes one (1) ICON Crystal League Runner-Up Digital Mystery Prize (ARV: \$0).
- xiii. **Ruby League Runner-Up Prizes awarded to the Ruby League Runner-Ups.** Each prize includes one (1) ICON Ruby League Runner-Up Digital Mystery Prize (ARV: \$0).
- xiv. **Emerald League Runner-Up Prizes awarded to the Emerald League Runner-Ups.** Each prize includes one (1) ICON Emerald League Runner-Up Digital Mystery Prize (ARV: \$0).
- xv. **Sapphire League Runner-Up Prizes awarded to the Sapphire League Runner-Ups.** Each prize includes one (1) ICON Sapphire League Runner-Up Digital Mystery Prize (ARV: \$0).
- xvi. **Silver League Runner-Up Prizes awarded to the Silver League Runner-Ups.** Each prize includes one (1) ICON Silver League Runner-Up Digital Mystery Prize (ARV: \$0).
- xvii. **Gold League Runner-Up Prizes awarded to the Gold League Runner-Ups.** Each prize includes one (1) ICON Gold League Runner-Up Digital Mystery Prize (ARV: \$0).
- xviii. **Platinum League Runner-Up Prizes awarded to the Platinum League Runner-Ups.** Each prize includes one (1) ICON Platinum League Runner-Up Digital Mystery Prize (ARV: \$0).
- xix. **Diamond League Runner-Up Prizes awarded to the Diamond League Runner-Ups.** Each prize includes one (1) ICON Diamond League Runner-Up Digital Mystery Prize (ARV: \$0).

Total ARV of all prizes is \$130,000. LIMIT ONE (1) LEAGUE FINALS WINNER PRIZE PER PERSON/EMAIL ADDRESS/PROFILE.

- 10. **Additional Terms for League Finals Winners:** The League Finals Winners agree that she may refer to herself as a "MAXIM ICON League Finals Winner" or "MAXIM ICON Finalist" in written and/or descriptive materials, but only if such use(s) and display(s) is/are purely non-commercial and in no event suggest or create any confusion whatsoever that the Promotion Parties are endorsing or participating in any manner related to the use of the League Finals Winners' names, logos, or fonts.
- 11. **Additional Terms for League Championship Winner:** The League Championship Winner agrees that she may refer to herself as a "MAXIM ICON", "MAXIM ICON Champion", and/or a "MAXIM ICON League Championship Winner" in written and/or descriptive materials, but only if such use(s) and display(s) is/are purely non-commercial and in no event suggest or create any confusion whatsoever that the Promotion Parties are endorsing or participating in any manner related to the use of the League Championship Winner's name, logo, or font.