

NHL RESTRICTIONS OF USE

Updated: 1/1/2017

NHL TERMS

The following notice of the NHL's rights to the NHL Data and Licensed NHL Marks (which notice may be updated from time to time by the Company or the NHL):

This service includes proprietary data of the NHL Entities which may only be used by individual consumers as part of this service for authorized purposes. Further reproduction, use, and distribution of such data is not permitted. The team names, logos, and team-related identifying marks are trademarks of the teams indicated. All rights reserved.

A prohibition against the use of robots, spiders and other automated devices or processes that are used to monitor or copy content of the Customer's site or application, including the NHL Data.

CUSTOMER UNDERSTANDS AND AGREES THAT NHL DATA MUST NOT BE USED IN CONNECTION WITH GAMBLING OR GAMBLING RELATED ACTIVITIES.

Prohibited Advertising Categories

(Note that examples listed within specific categories are provided for illustrative purposes only.)

1. The business category of the NHL's official sponsor(s) of the NGS Content, which will be notified to Company from time to time.
2. Contraceptives (e.g., condoms), except to the extent otherwise expressly permitted under the pharmaceutical category.
3. Dietary and/or nutritional supplements, products commonly referred to as "energy drinks", and other products that contain ingredients other than vitamins and minerals for which the FDA has established recommended daily intakes, or any substance prohibited pursuant to League policies. Health and nutrition stores are permitted, provided that they do not reference any dietary or nutritional supplements or products, energy drinks, or any prohibited substances.
4. Distilled spirits and flavored malt beverages (e.g., Smirnoff Ice, Bacardi Silver); however, traditional malt beverages (e.g., beer) and non-alcoholic malt beverages and wine are permitted, subject to specific League guidelines.
5. Establishments that feature nude or semi-nude performers.

6. Firearms, ammunition or other weapons; however, stores that sell firearms and ammunitions (e.g., outdoor stores and camping stores) will be permitted, provided they sell other products and the ads do not mention firearms, ammunition or other weapons.
7. Fireworks.
8. Gambling-related advertising, including, without limitation, advertising for any hotel, casino or other establishment that houses gambling regardless of whether the advertising references gambling, as well as any advertising that would violate the terms of the NHL's television agreements or policy on gambling advertising.
9. Illegal products or services.
10. Movies, video games and other media that contain or promote objectionable material or subject matter (e.g., overtly sexual or excessively violent material), as determined by the NHL.
11. Restorative or enhancement products (e.g., "male enhancement" products), except to the extent otherwise expressly permitted under the pharmaceutical category.
12. Sexual materials or services (e.g., pornography or escort services).
13. Social cause/issue advocacy advertising, unless otherwise approved in advance by the NHL. If approved, only general advertising will be permitted (e.g., advertising units). Sponsorships, including, but not limited to, program segment sponsorships and other types of branded programming enhancements are prohibited.
14. Tobacco products (e.g., cigarettes, cigars, pipe tobacco, chewing tobacco and snuff).
15. "900" or "976" numbers that bill the caller (e.g. sexually explicit or intimate phone services, phone services directed primarily at children)