



CUSTOMIZATION GUIDELINES

The Finish Line USA, Inc. and its affiliates (collectively, “**JD Finish Line**”) may, from time to time, facilitate the customization of footwear and apparel. Any artist engaged by JD Finish Line to customize footwear and apparel (with his/her/their own design or a design inspired by another person, like a customer) and any JD Finish Line customer who submits ideas, concepts or designs for customized footwear or apparel are subject to JD Finish Line’s Customization Guidelines.

Under JD Finish Line’s Customization Guidelines, JD Finish Line reserves the right to reject any footwear or apparel customization idea, concept or design (including as incorporated in a finished product) (collectively, “**Content**”) that does not meet JD Finish Line’s Customization Guidelines.

JD Finish Line’s Customization Guidelines are as follows:

- Content must be an original work and must not have been copied from another work.
- Content must not have been previously published.
- Content must not violate the rights of any person or entity (including, but not limited to, copyrights, trademark rights, rights of privacy and publicity).
- If Content features the name or likeness of an individual person, that person must have given permission for his/her/their name or likeness to have been so used.
- Content must not contain personally identifiable information.
- Content must not include anything that is unlawful, obscene, offensive, provocative, sexually explicit, pornographic, violent, discriminatory or otherwise objectionable.
- Content must not promote alcohol, illegal drugs, tobacco or firearms/weapons (or use of any of the foregoing).
- Content must not promote any activities that are unlawful or appear to be unsafe or dangerous.
- Content must not defame, misrepresent or contain disparaging remarks.
- Content should not communicate messages or images inconsistent with the positive images and/or goodwill to which JD Finish Line wishes to associate.