

# 賞遊地 Shake to Win – e-form Terms and Conditions

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## 1. Agreement Duration and Scope

This Agreement is entered into by and between the participating business (“Party A”) and STW Innovation Company Limited (“Party B”), a company registered and governed under the laws of the Hong Kong Special Administrative Region.

The term of this Agreement shall commence upon Party B’s receipt of all required materials (“Materials”) and shall remain valid for a default duration of twenty-four (24) months.

For paid participants, the specific project duration will be determined in a separately signed contract. If not specified, the default coverage is 24 months.

For trial users, the maximum project coverage is 24 months unless otherwise decided by Party B. Party B reserves the right to terminate trial participation at any time without prior notice.

Materials include a Chinese translation of Party A’s business description (limited to two mobile app pages), an electronic usage manual, and a Shake to Win window sticker.

## 2. Participation Models

Party A may join the project under one of two participation models:

**Trial Version:** Party A will be listed on the Shake to Win platform without backend access or analytics tools. No paid features are included.

**Paid Version:** Features will be based on the agreed payment plan selected by Party A, as denoted in a separate signed contract. These may include backend access, performance data, content tools, editorial support, social media promotion, and other service items.

## 3. Feedback and Promotional Use

Party A agrees to complete one (1) digital feedback survey during the 24-month project period upon Party B’s request.

Party A consents that any written or verbal feedback, testimonials, or survey responses may be used by Party B for internal evaluation and external promotional purposes, such as editorial mentions, campaign features, and case studies.

Party A grants permission to Party B to use their brand name, logo, storefront visuals, and related media in promotional campaigns, platform features, and communication materials—both during and after the project—for the purpose of showcasing Shake to Win’s network value and results.

#### **4. Ownership and Intellectual Property**

Party A affirms that all submitted content (logos, photos, texts, etc.) does not infringe on third-party intellectual property rights. Party B is not responsible for any legal claims or disputes arising from such materials.

All digital assets, copywriting, layouts, designs, and technical tools created by Party B remain the intellectual property of Party B.

#### **5. Confidentiality**

Both parties agree to maintain confidentiality over non-public business or operational information shared during the collaboration, unless legally required or jointly approved for disclosure.

#### **6. Governing Law**

This Agreement is governed by and interpreted under the laws of the Hong Kong Special Administrative Region, where Shake to Win services and operational infrastructure are based.

#### **7. Consent**

By submitting this e-form, Party A confirms that they have read, understood, and agreed to all the terms outlined in this Agreement.