

**Sensing Survey Drawing
(the “Promotion”)
OFFICIAL RULES**

NO PURCHASE NECESSARY. Void where prohibited.

1. **ELIGIBILITY.** Open only to i) legal residents of the fifty (50) United States and the District Of Columbia and, who are at least eighteen (18) years of age or the legal age of majority in their jurisdiction of residence (whichever is greater) at the time of entry, ii) with an active user account on the Website (defined below), iii) who are product or software developers, in each case, at the time of an entry pursuant to Section 2 (each, an “Entry”). User accounts on the Website are free. Employees (and their immediate families and those living in their same households, whether or not related) of Texas Instruments Incorporated, a Delaware corporation, with a principal place of business at 12500 TI Boulevard, Dallas, Texas 75243 USA (“Sponsor”), and participating advertising and promotion agencies, are not eligible to enter or win. By participating, entrants to this Promotion (“Entrants”) agree to be bound by these official rules (“Official Rules”) and the decisions of the Sponsor, which are binding and final on matters relating to this Promotion. This Promotion is subject to all applicable federal, state, and local laws.

2. **TO ENTER.** The Promotion begins at 12:01 a.m. Central Standard Time (“CST”) on August 22, 2017 and ends at 11:59 p.m. CST on September 12, 2017 (the “Entry Period”). All Entries must be received by 11:59 p.m. CST on September 12, 2017 to be eligible. During the Entry Period enter the Promotion by entering in one (and only one) of the following ways in accordance with the entry requirements set forth herein:
 - i) Visit <https://tieurope.hartehanks.com/Forms/lp/SensorSurvey/SensorSurvey.aspx> (the “Survey Website”) and follow the prompts on the website to complete the survey (the “Survey”) in its entirety. When you have completed the Survey, and when prompted, complete the drawing entry form (the “Entry Form”) in its entirety to receive one (1) entry into the Promotion. The Survey and Entry Form must be completed prior to the conclusion of the Entry Period. In order to be eligible and receive your entry into the Promotion by the method described in this subsection, you must complete and successfully submit the entire Survey and the Entry Form; otherwise, you will not receive an entry into the Promotion. Access to the Survey Website requires that the Entrant have an account with www.my.ti.com (the “Website”). Entrants may register for an account at www.my.ti.com by entering information in the required fields and creating an account. Accounts are free. To enter the Promotion without creating an account with the Website, see the subsection below for instruction.

 - ii) To enter the Promotion without creating an account with the Website, you may enter directly by mail as follows (“Mail in Entry”): Send an email message to stacie@ti.com with “Sensing Survey Drawing” in the “Subject” line requesting a mail in entry form and instructions for entry by mail. Mail in Entries must be received by the Sponsor prior to the conclusion of the Entry Period. Each Mail in Entry is considered one (1) entry into the Promotion. Multiple Entries submitted or completed by anyone other than the Entrant are void. No mechanical reproductions will be accepted. Mail in Entries must contain all entry fields to be entered into the Promotion and will otherwise be considered void. Any attempt by an Entrant to obtain more than the stated number of entries by using multiple/different addresses, and/or any other methods will void the Entrant’s entries and the Entrant may be disqualified from the Promotion.

3. **DRAWING / NOTIFICATION / REQUIREMENTS.** There will be five (5) potential winners selected by Sponsor in a random drawing held on or about September 15, 2017 from all eligible

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Entries received by Sponsor on the Survey Website or through Mail in Entry. Odds of winning depend on the total number of eligible Entries received. Potential winners will be notified by mail, phone, e-mail, and/or a direct message within the Website environment, and may be required to execute and return an affidavit of eligibility, a liability release and, where lawful, a publicity release (collectively, the “Release”) within seven (7) days of the date of issuance. If such documents are not returned within the specified time period, a prize notification is returned as undeliverable, an Entrant fails to follow instructions to redeem a prize, or an Entrant is not in compliance with these Official Rules, the prize will be forfeited and, at Sponsor’s discretion, an alternate winner selected at random from the remaining eligible Entries. A potential winner is not an official winner (“Winner”) until, Sponsor receives the Release from such potential winner, such potential winner’s eligibility has been verified, and potential winner has been notified that verification is complete. Sponsor’s decisions are final and binding in all matters related to the Promotion.

4. **PRIZE.** Each Winner will receive one of the prizes described in the table below (each a “Prize”):

Prize Description	Number of Prizes	Approximate Retail Value
Bundle of one (1) of each of the following evaluation modules: <ul style="list-style-type: none">• LMT01 Evaluation module• TMP1 16 high-precision digital temperature sensor evaluation module• FDC2214 evaluation module with two capacitive sensors• LDC reference coil board evaluation module	5	\$89 USD

Total ARV of all prizes: \$89 USD. **Except as otherwise provided, prizes are awarded “as is” with no warranty or guarantee, either express or implied by Sponsor.** Each Prize is subject to TI’s Terms of Sale for TI Store Transactions (available at http://www.ti.com/corp/docs/legal/termsfuse_store.shtml). Winners may not substitute, assign, transfer, sell, or redeem a Prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute a Prize (or portion thereof) with one of comparable or greater value. Winners are responsible for all applicable federal, state, and local taxes, if any, as well as any other costs and expenses associated with Prize acceptance and use not specified herein as being provided. Winners agree to supply Sponsor with any information necessary for tax reporting purposes and to cooperate in fulfilling all applicable legal requirements. All Prize details are at Sponsor’s sole discretion.

5. **LIMITATIONS.** Limit one (1) Entry per person, per household pursuant to Section 2 for the duration of the Entry Period. You may not enter more times than indicated by using multiple email addresses, identities, Website accounts, or devices in an attempt to circumvent these Official Rules. Entries received from any person in excess of the stated limitation will be void. Entries must fulfill all Promotion requirements, as specified, to be eligible to win a prize. Entries that are incomplete or do not adhere to these Official Rules or specifications may be disqualified at the sole discretion of Sponsor. If you use fraudulent methods or otherwise attempt to circumvent these Official Rules your submission may be removed from eligibility at the sole discretion of Sponsor. Entries generated by script, macro, or other automated means, or by any means which subvert the entry process are void. Standard text messaging and/or data rates may apply to those who submit Entries or receive Sponsor’s messages relating to this Promotion via a wireless mobile device. Wireless

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service providers may charge for airtime for each message sent and received. Contact your provider for pricing and service plan before use of mobile device for participation.

6. **REPRESENTATIONS AND GENERAL CONDITIONS.** By entering the Promotion, each Entrant represents that he/she is a product or software developer. Each Entrant also represents he/she has read, understood, and will abide by Sponsor's Online Terms of Use (available at <http://www.ti.com/corp/docs/legal/termsfuse.shtml>), which are incorporated herein by reference. By entering this Promotion, each Entrant agrees to release and hold the Released Parties (as defined below) harmless from and against any losses, damages, rights, claims, costs, expenses (including attorneys' fees), and actions of any kind arising from (i) late or unsuccessful efforts to notify potential winners of any Prize as well as late or unsuccessful efforts to send any Prize to a Winner; (ii) forfeiture of a Prize and the selection of an alternate winner; (iii) electronic, hardware or software program, network, Internet, or computer malfunctions, failures or difficulties, including delayed computer transmissions, of any kind; (iv) termination of the Promotion or an exclusion or disqualification of an Entrant pursuant to these Official Rules; and (v) any injuries, losses or damages of any kind relating to participation in the Promotion. Persons who tamper with or abuse any aspect of the Promotion, the Websites, the Survey Website, or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Entries will be void. Sponsor reserves the right at its sole discretion to suspend, modify, or terminate the Promotion at any time and for any reason. If terminated, Sponsor may select the winner(s) via a random drawing from all eligible, non-suspect Entries received prior to action taken via a random drawing, or as otherwise deemed fair and appropriate by Sponsor.
7. **LIMITATIONS OF LIABILITY.** Neither the Sponsor, nor any of its subsidiaries, advertising and/or promotion agencies, or any of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") will have any liability whatsoever for, and shall be held harmless by Entrants against, any liability, for any injuries, losses, or damages of any kind, including death, to persons, or damage to property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this Promotion. In the event of a dispute regarding Entries received from multiple users having the same account, the authorized subscriber of the account at the time of Entry will be deemed to be the Entrant and must comply with these Official Rules. An authorized account subscriber is the natural person who is assigned the Website or Survey Website account, by the organization responsible for assigning such accounts, as applicable. Sponsor's liability hereunder will be limited to the cost of entering and participating in the Promotion, and in no event shall the Released Parties be liable for attorneys' fees and/or experts' fees and costs. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages and Participant further waives all rights to have damages multiplied or increased.
8. **PUBLICITY GRANT / PRIVACY:** Each Winner, by acceptance of a Prize, except where legally prohibited, grants permission for Sponsor, its affiliates, subsidiaries, advertising, and promotion agencies, and their designees to use his/her name, address (city and state), photograph, voice, and/or other likeness, comments, entry, and prize information for advertising, trade, and promotional purposes (including for purposes of announcing winners), without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice, review, or approval. By entering this Promotion, Entrants agree to receive newsletters, updates, and/or other communications periodically from Sponsor in compliance with applicable laws, rules and regulations. Entrants may opt-out of receiving communications by unsubscribing in the manner indicated in such communications. This Promotion is subject to Sponsor's Privacy Policy, as it may be amended from time to time, available at www.ti.com ("TI Privacy Policy"). Entries, content, and other information posted on websites unaffiliated with Sponsor are subject to

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the respective terms of use and privacy policies of those platforms. By entering this Promotion, Entrants acknowledge that any content or information posted on a Website may become public.

9. **LICENSE:** Each Entrant acknowledges and agrees that Entries, together with all communications or submissions, creative suggestions, ideas, notes, concepts or other materials submitted by Entrant in connection with the Promotion (collectively, the "Submissions"), including all rights embodied therein, shall be deemed to be non-confidential and non-proprietary. Each Entrant further grants Sponsor a non-exclusive, worldwide, perpetual, irrevocable and royalty-free license to use the Submissions in any form or format and to modify, publish, reproduce, use, disclose, disseminate and distribute such Submissions without limitation and without compensation, permission or notification to Entrant or any third-party. To the extent additional documents or actions are required under local law for an effective license to these rights, title, and interests for Sponsor's desired purposes, each Entrant agrees to fully cooperate in executing such further documents and in taking such further actions as are necessary.
10. **GOVERNING LAW / JURISDICTION.** These Official Rules and the rights and obligations of Entrants and Sponsor in connection with the Promotion shall be governed by and construed in accordance with the laws of the State of Texas, without giving effect to choice of law or conflict of law principles that would cause the application of any other state laws, and any dispute arising from this Promotion shall be brought in, and each Entrant hereby consents to the exclusive jurisdiction and venue in, the federal district courts in Dallas County, Texas.
11. **WINNERS LIST.** For the names of the Winners (available between September 15, 2017 and October 15, 2017), you may request a list of the winners by sending an email message to stacie@ti.com.
12. **MISCELLANEOUS.** If any provision(s) of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect. This Promotion is subject to all applicable export control laws and regulations. This Promotion shall not be published without the written permission of the Sponsor.

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Mailing Address: Texas Instruments, Post Office Box 655303, Dallas, Texas 75265
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