The Best New Product Awards ("BNPA") program is operated by Best New Product Awards Inc. ("BNPA Inc.) which allows use of the research-backed BNPA claim or logo under license. BrandSpark International Inc. ("BrandSpark") is a market research company which conducts the annual BrandSpark American Shopper Study (the "Study"). The BNPA winning products (each a "Product", "winning product", "winner") are owned by their respective companies (each a "Company") and are selected through an online survey of consumers as part of the Study. Consumers determine the BNPA winners through their responses for categories in which they shop and services which they use. The results of BrandSpark research, studies and surveys are solely based on feedback and opinions from consumers and do not necessarily reflect the opinions of BrandSpark or BNPA Inc., and consumers' experiences with the winning products may vary. Winners of the BNPA are chosen based on selected categories and are not necessarily reflective of the total market. Consumer reviews and testimonials are directly from consumers, and BrandSpark or BNPA Inc. do not warrant or represent that any individual consumer experience will be consistent with the results of any voting, selection, surveys, feedback or accompanying research. All responsibility for the Company and for the quality, legal compliance, performance or safety of the Company's product, services or brand, as well as the Company's own corporate, legal, regulatory, health, environmental and labor issues, rests solely with the Company and is not in any way reflective of the BNPA, BNPA Inc. or BrandSpark. BNPA Inc. or BrandSpark do not warrant or represent the quality, performance, satisfaction with, efficacy or safety of any of the Company's products, services or brands and are not liable for any damages, issues, recalls, injury, illness, harm or death, actual or perceived defect in the quality, performance, efficacy or safety of, or associated with, or alleged to have resulted from, the Company's product, services or brand, whether or not such are seen or unforeseen, with respect to any use of the Logo or Claim by the Company, including in any communication or advertising claims, packaging or in any other use.