

# INTEL “Inspired by Education” CONTEST

## Official Rules

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING.**

- Contest Period:** The Contest begins June 13, 2011, at 12:00:01 a.m. U.S. Eastern Standard Time (“EST”) and ends August 15, 2011, at 11:59:59 p.m. EST (“Contest Period”). All Entries must be completed, submitted and received by 11:59:59 p.m. ET on August 15, 2011, to be eligible for judging. The winner will be announced on September 20, 2011, during the Intel Schools of Distinction Awards Gala held in Washington D.C.
- Eligibility:** The Intel “Inspired by Education” Contest (“Contest”) is sponsored by Intel Corporation (“Sponsor”) and administered by CMD, and is open to all legal residents of the fifty (50) United States and the District of Columbia who are between fourteen (14) years of age and eighteen (18) years of age at the time of submission of entry form. If you are under 18 years of age or not of legal majority in the state you live, your parent or guardian must enter on your behalf. Void where prohibited by law. Employees, officers, and directors of Intel Corporation and CMD, and their respective partners, agencies, related companies and agents, as well as the immediate family (defined as parents, spouse, children, siblings and grandparents), and same household members of each such employee, officer, and director are not eligible to enter. All applicable federal, state, and local laws and regulations apply. By participating, you agree to abide by these Official Rules and the decisions of Sponsor and the judges, which are final and binding in all respects.
- How to Enter:** During the Contest Period, there are two (2) ways to enter the Contest as described below.

**Entry Method 1:** You can enter the Contest by sending an email to either educationcontest@intel.com, inspiredtolearn@intel.com, studentinspiration@intel.com, inspiredcontest@intel.com, studentstellus@intel.com, whatinspiresyou@intel.com, studentcontest@intel.com, inspiredbyeducation@intel.com, whatinspiresyoutolearn@intel.com, or studentinspiration@intel.com, containing the *Your Name, Age, State, Email Address and Telephone Number*, along with your *Narrative Response* to the following question, “What inspires you to learn?” Minimum response is 50 words.

In addition to the *Narrative Response* described above, you may also submit a Web link (URL) to original multimedia content (for audio or video content, 30 seconds to 4 minutes in length) to support your answer to the question, “What inspires you to learn?”

**Entry Method 2:** You can enter the Contest by sending your entry to Intel Idea Jam Contest Entry, 1631 Thurman Street, Portland, OR 97209. Requests must be postmarked on or before August 15, 2011. Your entry must contain *Your Name, Age, Email Address and Telephone Number*, along with your *Narrative Response* to the following question, “What inspires you to learn?”

In addition to the *Narrative Response* described above, you may also submit a Web link (URL) to original multimedia content (for audio or video content, 30 seconds to 4 minutes in length) to support your answer to the question, “What inspires you to learn?”

The person sending the email Entry must be at least 18 years of age and will be deemed the entrant (the "Entrant"). By submitting an Entry, you agree

- All persons depicted in the Entry aware that you are entering a video in the Contest ;
- Anyone who appears in a video agrees that you may submit such video to the contents.
- Each person appearing in your Entry must be 14 years of age or older.
- You must obtain signed release forms for yourself and from each person (or you/parent/legal guardian of any minor under 18 years of age) appearing in your Entry. A Release Form is available on <http://bit.ly/IdeaJamRelease> as a printable PDF file (requires free Adobe Reader software.) You will be required, in Sponsor's sole discretion, to provide a copy of the signed Release Forms from each person appearing in your Entry to Sponsor upon request.

By entering, you understand that if you win, your Entry in its entirety or portion thereof may (in Sponsor's sole discretion) be posted on the website, television, and/or other Sponsor-selected media. All email Entries must be completed, submitted, and received by 11:59:59 p.m. ET on August 15, 2011, to be eligible for judging. Normal Internet access and usage charges imposed by Entrants' online service may apply. Mailed Entries must be completed and postmarked on or before August 15, 2011, to be eligible for judging.

Sponsor, partners (including CMD), and their agencies are not responsible for late, lost, garbled/illegible, misdirected, incomplete, or invalid submissions, all of which are void and will not result in Contest entry. In the event of a dispute as to the identity of any entrant the authorized account holder of the email address used to submit an entry (including but not limited to content/story submitted therewith, if appropriate) will be deemed the entrant. The “authorized account holder” is the original person assigned an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address.

**Ownership and Publicity:** Sponsor does not claim ownership of your submission to the contest; but by submitting an entry, you are granting Sponsor and its affiliated companies the following worldwide, non-exclusive, perpetual, irrevocable, royalty-free, unconditional, fully paid-up rights: (1) to make, have made, use, copy, reproduce, modify, and create derivative works of the contributions, (2) to publicly perform or display, import, broadcast, transmit, distribute (directly and indirectly through multiple tiers), license, offer to sell and sell, rent, lease, or lend copies of the contributions (and derivative works thereof), (3) to sublicense to third parties the foregoing rights, including the right to sublicense to further third parties, and (4) to publish your name or alias in connection with this contest and your contributions.

- 4. Data Collection.** Sponsor and its agencies collect personal information from you when you participate in the Contest. The information collected is subject to the Sponsor’s

Privacy Policy at

[http://www.intel.com/sites/sitewide/en\\_US/privacy/privacy.htm?iid=ftr+privacy](http://www.intel.com/sites/sitewide/en_US/privacy/privacy.htm?iid=ftr+privacy)

5. **Contest Judging and Winner Selection:** One (1) winner will be selected from all entries received during the Contest Period. All entries will be reviewed and judged by Sponsor Representatives (“Judges”) between August 17, 2011, and September 9, 2011.

The Judges will evaluate all eligible Entries based on the following criteria: (a) Relevance to the question, “What inspires you to learn?” (80%), (b) compelling nature of entrant's Proposal, including supplementary videos submitted with the nomination (20%). The highest-rated Entries shall then be deemed the finalists (“Finalists”). In the event of a tie, the Entry receiving the higher rating will break the tie. Judges' decisions are final.

The Top 5 Finalists will be identified and published on September 13, 2011 at <http://scoop.intel.com/>. Failure to provide Release Forms when requested by Sponsor is cause for disqualification of an entry.

The winning entry will be announced on September 20, 2011, during the Intel Schools of Distinction Awards Gala held in Washington D.C.

6. **6. Prizes and Odds of Winning:** The winning entrant will be awarded a Toshiba Satellite\* Laptop, Model #E305-S1990X, ARV \$859.00; and a Sony\* 40" Internet TV, Model # NSX-40GT1, ARV \$799.99, for the public or private school that the winner currently attends or last attended.

**TOTAL APPROXIMATE RETAIL VALUE OF ALL PRIZES: \$1,658.99**

The winning Entrant is solely responsible for all federal, state, and local taxes and all unspecified expenses or fees associated with Toshiba model #E305-S1990X prize acceptance, receipt, and use. The winning school is solely responsible for all federal, state, and local taxes and all unspecified expenses or fees associated with Sony 40' Internet TV prize acceptance, receipt, and use.

No substitution, assignment, or transfer of prizes permitted, except by Sponsor, who reserves the right to substitute a prize/prize component with another prize/prize component of greater or equal value if prize/prize component cannot be awarded as stated for any reason. Sponsor will report taxes as required by the applicable law of Sponsor’s jurisdiction and winner’s jurisdiction. All prizes are awarded “as is” with no warranties, representations, or guarantees, including but not limited to, quality, condition, merchantability, or fitness for a particular purpose. Winners must look to the manufacturer or service provider for any warranties or guarantees.

An entrant is not a winner of any prize unless and until entrant’s eligibility has been verified and the potential winning entrant has been notified of same.

In the event that a potential prize winner cannot be contacted, or prize is returned as undeliverable, potential winner forfeits prize without compensation. In the event that a potential prize winner is disqualified for any reason, potential winner forfeits prize. In the

event of prize forfeiture, an alternate winner will be selected in a random drawing from all remaining eligible entries received for the drawing. Potential winners will be notified by email (if provided), U.S. mail, or phone. Prizes will be fulfilled approximately 6-8 weeks after the conclusion of the Contest, subject to verification of potential winners' eligibility and full compliance with these Official Rules. Prize winners will be required to sign and return an Affidavit of Eligibility, Liability, and Publicity Release (where lawful) within indicated time period in order to claim his or her prize. If the potential winner cannot be contacted, fails to sign and return the Affidavit of Eligibility, Liability, and Publicity Release within the required time period, or if (for any prize) the prize is returned as undelivered, potential winner forfeits such prize and an alternate winner will be selected.

**Odds of winning** depend on the number of eligible entries received.

7. **General Conditions:** Sponsor's computer is the official clock for purposes of the Sweepstakes. Sponsor reserves the right to cancel or modify the Contest if fraud, technical failures, or any other factor beyond its control impairs the integrity of the Contest, as determined by Sponsor in its sole discretion. In such event, Sponsor will select the winners via random drawing comprised of all eligible entries received prior to (and/or after, if appropriate) the action taken by Sponsor or by some other means deemed by Sponsor in its sole discretion to be fair, appropriate, and consistent with the spirit of these Official Rules. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of this Contest or to be acting in violation of these Official Rules or in a disruptive manner. Tampering includes but is not limited to the submission of content/story that is not solely and completely the original work of individual submitting same. Any attempt by any person to deliberately damage Sponsor's or any related Contest website or undermine the legitimate operation of this Contest may be a violation of criminal and civil laws and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law (as well as disqualifying such individual, if appropriate). Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. These Official Rules will be published at <http://bit.ly/IdeaJamContestRules>. These Official Rules (or any other Sweepstakes materials) may not be published elsewhere without the express written consent of Sponsor, which may be withheld for any reason.
8. **Publicity:** Except where prohibited by law, participation in the Contest and acceptance of prize constitutes winner's consent to Sponsor's use of winner's name, image, likeness, quotes or any portion thereof as they may appear in the materials created for promotional activities, and to distribute, or display in any and all manner of media throughout the world, including, but not limited to print, photograph, film, video, television, CD-ROM, DVD, and online computer media, such as the Internet.

9. **Release:** By receipt of any prize, winner agrees to release and hold harmless Sponsor, its partners and agencies, including but not limited to Intel Corporation, CMD, their respective related companies, and each of their respective officers, directors, employees, and agents, from and against any claim or cause of action arising out of participation in the Contest or receipt or use or misuse of any prize.
10. **Limitations of Liability:** Sponsor, its partners and agencies (including but not limited to Intel Corporation and CMD) are not responsible for, and you hereby release Sponsor, its partners and agencies (including but not limited to Intel Corporation and CMD) from any claims arising from: (1) incorrect or inaccurate transcription of entry information or lost, stolen, illegible, incomplete, misdirected entry forms (including but not limited to content/story submitted therewith, if appropriate), or entry forms (including but not limited to content/story submitted therewith, if appropriate) received through impermissible or illegitimate channels, all of which are void and will be disqualified; (2) technical failures of any kind, including but not limited to the malfunctioning of any telephone, computer, network, hardware, or software; (3) the unavailability or inaccessibility of website or any other service; (4) unauthorized human intervention in any part of the entry process or the Contest and/or incomplete or inaccurate information being displayed on website whether due to unauthorized human intervention, equipment failure or malfunction, or other cause; (5) electronic or human error which may occur in the administration of the Contest or the processing of submitted entry forms (including but not limited to content/story submitted therewith, if appropriate); or (6) any injury or damage to persons or property, including but not limited to an individual's computer (or any information/materials stored thereon), which may be caused, directly or indirectly, in whole or in part, by participation in the Contest or from downloading any material from Sponsor's or related website(s), regardless of whether the material was prepared by Sponsor, agency, or a third party, and regardless of whether the material is connected to a Sponsor's or agency's website by a hypertext link.
11. **Disputes/Choice of Law:** Except where prohibited by law, you agree that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by state or federal courts situated in the state of Delaware, (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; and (3) no punitive, incidental, special, consequential, or other damages, including without limitation lost profits may be awarded (collectively, "Special Damages"), and (4) you hereby waive all rights to claim Special Damages and all rights to have such damages multiplied or increased. Delaware law (with the sole exception of the choice of law/conflict of law rules of Delaware or of any other jurisdiction) governs the Sweepstakes and all aspects related thereto including construction, validity, interpretation, and enforceability of these Official Rules. By participating in Sweepstakes, you agree to submit to the personal and exclusive jurisdiction of the courts located in Delaware. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.
12. **Winners List:** For the winners list, send an email with Subject Line: Intel "Inspired by Education" Contest Winners List Request, to pmay@cmdagency.com. Or, for a copy of the winners list, mail a self-addressed stamped envelope to Intel "Inspired by

Education” Winners List Request, 1631 Thurman Street, Portland, OR 97209. Requests must be postmarked on or before November 16, 2011.