

NOOKA INC.

2010 One Show College Competition Official Rules

Rules for Participants

The 2010 One Show College Competition (the "Competition") is an open call for still and multimedia promotional campaign concepts and brand identity proposals from university students worldwide. Nooka Inc. ("Nooka"), the maker of the Nooka line of watches and accessories (www.nooka.com), in coordination with One Club, the world's foremost non-profit organization devoted to elevating creative work in the advertising industry, is holding this Competition to uncover the most interesting, forward-looking, emerging designers. Whether you are an artist, futurist, engineer or poet, we want to see your ideas for promoting the Nooka line of products across multiple media platforms.

Each submission needs to tell both the Nooka story and the stories of products included in its current product line through print, online and broadcast media.

Entries not complying with all rules and guidelines are subject to disqualification in the sole discretion of One Club.

Eligibility

Any college or university student anywhere in the world may enter this Competition. To be eligible, you must be enrolled in a university or college at the time of your submission. Employees, contractors and staff of Nooka and One Club, the Competition judges and any person whose works are joint creations with any person directly associated with Nooka, One Club or any of the judges, are not eligible. Determination of eligibility will be in the sole discretion of One Club.

Novelty

All entries must be newly created for the Competition, and unpublished; they must have been created solely by the entrant, and the entrant must have a non-restricted right to submit it in this Competition. The entry cannot defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or proprietary rights. Modifying, enhancing or altering a third party's pre-existing work does not qualify as entrant's original creation. Entry may not be offensive, as determined by judges in their sole discretion. Any entry that includes likenesses of third parties or contains elements not owned by the entrant (such as, but not limited to depictions of buildings, trademarks or logos) must include legal releases for such use, including Nooka's use of such entry, in a form satisfactory to Nooka, before it can be published.

The term "unpublished" shall mean that the entry has not been and is not currently:

- in use in any format or medium;
- publicly available or viewable;
- part of any exhibition, competition or forum.
- posted in any newspaper, magazine or website.
(Works posted on an official bulletin to secure the author's intellectual property rights will be regarded as 'unpublished'.)

Submission Process

Please carefully review the entry instructions included in the 2010 One Show College Competition Brief (the "Competition Brief"). Once an entry is submitted, no changes will be accepted.

One Club will select a winner in each category outlined in the Competition Brief, and Nooka will have the opportunity to select submissions for its use in future product promotions and advertising campaigns.

Participants are responsible for safeguarding their works. It is therefore recommended that entrants take necessary measures such as insuring works against possible damage. Nooka will not be responsible for returning the submitted works or for any damage or other adverse effects to the submissions. It is strongly recommended that utmost care be taken in packaging works, so that they are not damaged in transit.

Ownership

All entries become the property of One Club, and will not be returned. The entrant also grants permission to One Club to show, copy or play the entries at such times as the One Club deems appropriate. The One Club reserves the right to make available for educational and reference purposes, including electronic publishing, any material entered into the One Show College Competition.

In addition each entrant whose work is selected by Nooka, in consideration for the Cash Award described in the *Awards* section below, assigns Nooka all right, title and interest, including, without limitation, any copyright or other intellectual property rights in the submission, along with all ideas, concepts, designs, layouts, characters, text, taglines, scripts, dialogue, storyboards, images (still and moving), software, logos and trademarks incorporated therein (the "Work") in perpetuity, in all forms and in all languages and territories throughout the world. Subject to the rights granted to One Club in the immediately preceding paragraph, Nooka shall have the exclusive, royalty free right to use the Work, whether original or derivative, for all purposes, and the exclusive rights to display, print, publish and distribute the Work in any form or medium, whether now known or hereafter created throughout the world including, but not limited to, all formats of electronic, magnetic, digital, laser, or optical-based media, and in connection with any advertising or promotion thereof, together with the right to sublicense and to make such changes to, and derivative works of, the Work as Nooka deems appropriate.

Submissions may not be published without the prior written consent of Nooka, provided that, entrant shall have the right to include the submission in his or her portfolio following the official announcement of the Competition winners by One Show.

Award Criteria

To maintain impartiality, the entrants' names and the names of their schools will not be disclosed to judges. Entrants shall ensure that no identifying information is included in their submissions, except as specifically requested on entry forms. Failure to abide by this rule will result in immediate disqualification.

The judges will rate each submission on the factors listed below:

- **Innovation:** is the design new and unique?
- **Aesthetics:** is the delivery of the message novel and compelling?
- **Technical Ability:** does the design require mastery of the tools of the trade?

- **Manufacturability:** is the design practical and viable?
- **Nooka's Mission:** is the design culturally and environmentally responsible?
- **Subjective Criteria:** how does the design appeal to the judges.

All criteria receive equal weight in scoring and award selection, and each entry will be scored on its own rating sheet based on how well it meets the criteria described above.

Awards

In addition to winners selected by One Show, Nooka, in its sole discretion, may select one or more entries in any category in order to develop them for possible use by Nooka's in its product promotions and campaigns. The individual or team whose submission is selected by Nooka will receive a cash award of \$2,000 (the "Cash Award") and will be credited on Nooka's website as the creator of the submission. Such individual or team assigns Nooka the intellectual property rights, including without limitation, all copyright, trademark, patent and industrial property rights described in the *Ownership* section above, and agrees to assist Nooka in every proper way to protect, enforce and perfect Nooka's rights and interests in the Work throughout the world, and to execute all documents required for the protection of all such rights and interests, including, without limitation, patent, copyright, trademark and other applications and assignments relating thereto. Nooka will enter into an assignment and development agreement with each Winner outlining the rights and duties of each party.

Disqualification

In Nooka's sole and absolute discretion, the following may result in disqualification of works, and their exclusion from screening; awards may also be revoked.

- The work has previously won an award in another competition or has been announced to win an award.
- The design is the same as, or similar to, a work already published.
- The work infringes on copyright, patent, trademark, industrial property right or other right of any person or entity.
- The work is in any way banned from posting, exhibition or publication.
- Failure to execute any agreement or affidavit pertaining to assignment or development of the work, as reasonably requested by Nooka.

General Rules

By entering a submission to the Competition constitutes you give One Club and Nooka (along with their assignees, licensees, contractors and agents) the right to use your name and likeness for advertising and promotional purposes without additional compensation unless (and then only to the extent) prohibited by law. Winners and runners-up may be required to execute and return an Affidavit of Eligibility, Liability and Publicity Release, and Assignment of Rights, within 14 days after notification of award. Failure to do so within this time period or return of any notification as undeliverable may result in disqualification and selection of an alternate winner or runner-up. By entering the Competition, participants release and hold harmless One Show and Nooka, their subsidiaries, affiliates and all of their employees, officers, directors, shareholders, contractors, assignees, licensees and agents from any and all liability for injuries, loss or damage of any kind arising from or relating to this Competition, the use of any entry, or the acceptance or use of any prize.