

Contest Rules

BY REGISTERING FOR THIS CONTEST, YOU FULLY AND UNCONDITIONALLY AGREE TO COMPLY WITH ALL OF THE TERMS AND CONDITIONS BELOW. IF YOU DO NOT AGREE WITH ANY OF THESE TERMS AND CONDITIONS, DO NOT REGISTER FOR THIS CONTEST AND DO NOT SUBMIT AN ENTRY.

NOTE: WE ARE NOT CLAIMING OWNERSHIP RIGHTS TO YOUR ENTRY.

TERM. This Contest (the "Contest") opens on December 10, 2018 at 12:00am Eastern Time and ends on January 14, 2019 at 11:59pm Eastern Time, (the "Contest Period"). Entry into this Contest is acceptance of these Official Rules. This Contest is sponsored by SEO – Sponsors for Educational Opportunity, 55 Exchange Place, New York, NY 10005 USA ("Sponsor" or "SEO").

ELIGIBILITY

This Contest is open and offered only to (1) individuals age fourteen (14) years or older at the time of registration ("Individual Participant"), and 2) teams of up to five individuals ("Team Participant"), satisfying the following requirements:

- Only one entry per team and an individual may only be a member of one team.
- Each entrant under the age of 18 must submit a Parental/Guardian Permission Form available on the competition platform.

CONTEST PARTICIPATION

Individuals: Individual Participants may enter the Contest in their individual capacities to develop and submit a single Entry

Teams: As an alternative to participating as a single individual, a group of individuals may elect to form a team ("Team") of up to five members to develop and submit a single Entry. Each member of the Team ("Team Member") must accept these Terms and Conditions. Sponsor reserves the right to disqualify any Team (and all Team Members) if any one Team Member has not accepted these Terms and Conditions. Teams must designate one individual member as the "Team Leader" for contact and Contest administrative purposes. The Team Leader will be responsible for submitting the Entry on behalf of the Team. An individual may only be a member of one Team. In the event an individual on a Team is disqualified, the Team the individual belongs to and the Entry submitted by the Team will be disqualified.

ENTRY RULES

- All entries must be received during the competition submission window.
- All entries must be submitted in English.
- Submitting a competition entry constitutes an agreement to adhere to the rules and stipulations set forth by the contest sponsors.
- Each Individual Participant and Team Member certifies, through submission of an entry to the contest, that the entry is the entrant's original, creative work and, to the best of the knowledge of each team member and the team leader, does not infringe, misappropriate or otherwise violate the work of others, as protected under U.S. copyright, patent, trade secret or trademark law.

- By entering the contest, the entrant and the team leader agrees to hold harmless, SEO for all legal and administrative claims, damages or losses, including associated expenses that may arise from any claims related to the submission or use of a contest entry.
- All judges' decisions are final and may not be appealed.
- Entrants retain all copyrights and other proprietary rights but give SEO nonexclusive rights to use their names, likenesses, quotes, submissions or any part of their submissions for educational, publicity and/or promotional purposes. These include but are not limited to website display, print materials and exhibits.
- SEO will not be responsible for any claims or complaints from third parties about any disputes of ownership regarding the ideas, solutions or images contained in entries.
- Entrants must credit all sources used in a separately submitted works-cited list in Modern Language Association (MLA) format.
- Content must comply with all local, state and federal laws of the United States of America. Content must not 1) promote illegal behavior; 2) support racial, religious, sexual or other invidious prejudice; 3) advocate sexual or violent exploitation; 4) violate rights established by law or agreement; 5) invade the privacy of any person; or 6) be otherwise inappropriate as determined by SEO™ or the contest judging committee, in each case in its sole and conclusive determination.
- Entries containing profanity or any content deemed inappropriate by the judges will be disqualified.
- Entries may not defame or invade the privacy or publicity rights of any person, living or deceased, or otherwise infringe upon a person's personal or proprietary rights.
- Entries that describe or perform dangerous conduct, stunts or tricks, conduct that could lead to physical injury, property damage or otherwise violate or are inconsistent with these official rules will be disqualified.
- Any individual team member or entry found in violation of any rule will be disqualified, and depending on the circumstances, the disqualification of any individual team member may result in the disqualification of his or her entire team.
- Winners and their parents or guardians are responsible for all taxes or other fees connected with the prize received.
- SEO reserves the right to modify or cancel the competition at any time during the duration of the competition for any reason, including but not limited to an insufficient number of qualified entries received.
- SEO has the right to make the final decision on any point or issue not included or addressed in the entry rules.
- Below is a general description of the Contest process:

Qualification

- To enter the Contest, each Participant is required to 1) complete an online questionnaire (to be provided by Sponsor) (the "Initial Submission") as described on the Contest Site
- Each Initial Submission along with the other information requested of Participant during the registration process, may be reviewed by Sponsor and/or one or more judges selected by Sponsor (collectively, the "Judging Panel"), to determine if the Initial Submission meets the eligibility criteria for the Contest as described in these Terms and Conditions. In Sponsor's discretion, Sponsor may engage third-party

subject matter experts and judges to serve on the Judging Panel and/or assist with the review of Entries and selection of Contest winners.

- All Initial Submissions determined by the Sponsor and/or the Judging Panel as meeting the eligibility criteria (based on a preliminary review) will advance to Round One. [NOTE: During this qualification process, the Sponsor will perform a preliminary review of Entries only. In the event an Entry proceeds to the later rounds, Sponsor reserves the right to conduct a more detailed review of the Entry/Participants to definitively determine eligibility for the Contest -- which eligibility decision will be made in Sponsor's sole discretion.]
- In the event that Sponsor (with input from the Judging Panel, as appropriate) determines that any Initial Submission does not or may not meet the eligibility criteria for the Contest, Sponsor may (a) disqualify the Entry, or (b) request that the Participant submit a revised, clarified description of the Entry, for further consideration by Sponsor.
- All Initial Submissions that are determined to be initially eligible for the Contest per the process described above will advance to Round One (described below).
- **All Initial Submissions must be received by Sponsor on or before January 14, 2019 at 11:59pm Eastern Time.**

Round One

- After an Entry has been qualified per the process described above, it is deemed to be in Round One, and the Initial Submission is deemed "final" and can no longer be modified by a Participant.
- Participants may be invited to either a) answer questions and/or to further explain or clarify their Entry via phone call or b) respond to written questions via email. A request for a phone call or email questions does not indicate that the Participant will be a Semi-Finalist, and not all Participants will be requested to join a call or answer questions via email. If a Participant is invited to respond to questions via email, they will be given a minimum of 5 days to respond. Participant agrees that the information, ideas and materials provided to Sponsor in connection with Round One, and any other information, ideas or other materials otherwise provided to Sponsor in connection with the Contest, may be publicly disclosed by Sponsor or its agents, and used for Sponsor's marketing and public relations activities, in Sponsor's sole discretion.
- From all the Entries in Round One, the Judging Panel will select up to five (5) Entries to proceed to Round Two as Semi-Finalists. The Judging Panel will make its selections based on the content of the Entries using the judging criteria as outlined in these Terms and Conditions.
- Round One judging will take place between January 15 – January 28, 2019. Finalists are expected to be announced on or about January 29, 2019.

Round Two

- To enter Round Two, each Finalist is required to 1) submit a prototype for their proposal (examples include a video, presentation, website) and 2) complete an online questionnaire (to be provided by Sponsor) (the "Round two Submission") as described on the Contest Site. The materials must not depict recognizable third-party marks, copyrights, brands or other property, unless Participant has obtained all proper licenses. All trademarks, service marks, copyrighted materials, and venues

must be generic in nature. Submissions for Round 2 will be open between February 2, 2019 and March 4, 2019 at 11:59pm Eastern Time.

- Participants may be invited to either a) answer questions and/or to further explain or clarify their Entry via phone call or b) respond to written questions via email. A request for a phone call or email questions does not indicate that the Participant will be a Contest Winner, and not all Participants will be requested to join a call or answer questions via email. If a Participant is invited to respond to questions via email, they will be given a minimum of 5 days to respond.
- Participant agrees that the information, ideas and materials provided to Sponsor in connection with Round Two, and any other information, ideas or other materials otherwise provided to Sponsor in connection with the Contest, may be publicly disclosed by Sponsor or its agents, and used for Sponsor's marketing and public relations activities, in Sponsor's sole discretion.
- From all the Entries in Round Two, the Judging Panel will select one (1) Contest Winner.

All Round Two Submissions must be received by Sponsor on or before March 4, 2019 at 11:59pm Eastern Time.

Final Round judging will take place between March 5 – March 19, 2019. Finalists are expected to be announced on or about March 22, 2019, subject in part to timely return by the potential winners of all appropriate documents required by Sponsor. All decisions of the Judging Panels are final, non-appealable and binding. Potential winners must comply with all Terms and Conditions; winning is contingent upon verification of eligibility and compliance with all requirements herein.