

**STAR WARS FAN AWARDS (“CONTEST”)  
OFFICIAL RULES**

To participate in the Contest, you (“Contestant”) must agree to and abide by these Official Rules.

**I. TERMS OF ENTRY IN SUMMARY**

1. **NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**
2. **PARTICIPATING COUNTRIES, AGE REQUIREMENTS. CONTEST IS OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA (“U.S.”), PUERTO RICO, JAPAN, AUSTRALIA, NEW ZEALAND AND CANADA (EXCLUDING QUEBEC) WHO ARE THIRTEEN (13) YEARS OF AGE OR OLDER AT TIME OF ENTRY. IN ALL CASES WHERE “CONTESTANT” IS USED AND THE INDIVIDUAL IS UNDER THE LEGAL AGE OF MAJORITY IN THEIR PROVINCE/STATE/PLACE OF RESIDENCE (GENERALLY, 18 YEARS OLD IN THE U.S.; 21 YEARS OLD IN PUERTO RICO; 18 OR 19 YEARS OLD IN CANADA, DEPENDING ON ONE’S PROVINCE OF RESIDENCE; 20 YEARS OLD IN JAPAN; 18 YEARS OLD IN NEW ZEALAND (BEING THE LEGAL AGE AN INDIVIDUAL CAN ENTER INTO AN AGREEMENT IN THIS TERRITORY) AND 18 YEARS OLD IN AUSTRALIA), “CONTESTANT” SHALL MEAN THE INDIVIDUAL PARTICIPATING IN THE CONTEST AND HIS/HER PARENT OR LEGAL GUARDIAN. VOID IN QUEBEC. VOID ELSEWHERE AND WHERE PROHIBITED OR RESTRICTED BY LAW. INTERNET ACCESS AND VALID E-MAIL ADDRESS REQUIRED. SEE SECTION IV BELOW FOR MORE DETAILS.**
3. **COMPLIANCE WITH OFFICIAL RULES. SPONSOR AND ADMINISTRATOR RESERVE THE RIGHT IN THEIR SOLE DISCRETION TO DISQUALIFY ANY SUBMISSION THAT DOES NOT COMPLY WITH THE OFFICIAL RULES GOVERNING SUBMISSIONS, INCLUDING, WITHOUT LIMITATION, TECHNICAL REQUIREMENTS FOR SUBMISSIONS OR ANY OTHER REQUIREMENT OF THESE OFFICIAL RULES.**

**II. DEFINED TERMS**

1. **Administrator:** LeadDog Marketing Group, Inc., 440 9<sup>th</sup> Avenue, 17<sup>th</sup> Floor, New York, NY 10001 USA (“**Administrator**”).
2. **Contest:** Star Wars Fan Awards.
3. **Entry Period:** The period between 12:00 pm P.T. (as defined below) on July 18, 2018 and 11:59 p.m. P.T. on September 17, 2018.
4. **Sponsor:** Disney Online, 500 South Buena Vista Street, Mail Code 7667, Burbank, CA 91521-7667 USA (“**Sponsor**”).
5. **P.T.:** U.S. Pacific Daylight Time (“**P.T.**”) (e.g., Los Angeles time), corresponding to Coordinated Universal Time (UTC) minus seven (7) hours. For example, where the stated time is 12:00 p.m. P.T., this time corresponds to 7:00 p.m. UTC of the same day, and where the stated time is 11:59 p.m. P.T., this corresponds to 6:59 a.m. UTC in the morning of the following day. **IMPORTANT NOTICE TO CONTESTANTS: ALL TIMES LISTED THROUGHOUT THE OFFICIAL RULES ARE IN P.T. CONTESTANTS ARE SOLELY RESPONSIBLE FOR DETERMINING THE CORRESPONDING TIME ZONE IN THEIR RESPECTIVE JURISDICTIONS.**

**III. GENERAL CONTEST OVERVIEW, PROCEDURES AND INSTRUCTIONS**

**1. CONTEST PHASES**

This Contest is being conducted in three (3) phases, as follows:

## **PHASE 1 (“SUBMISSION PHASE”):**

During the Entry Period, you may compete for the chance to win up to thirty-four (34) available prizes (see below for more details) by creating and submitting at [www.StarWars.com](http://www.StarWars.com) (if a legal resident of the U.S., Puerto Rico, Canada, Australia, or New Zealand) or [jp.starwars.com](http://jp.starwars.com) (**if a legal resident of Japan**) (collectively, the “**Website**”), your original story or other original work pertaining to content from the *Star Wars* franchise (“**Content**”)\*\* pursuant to instructions (“**Instructions**”) outlined in Section IV.3 (How To Enter) below and posted on the Website, including completing an entry form that asks for a title and description of your Content and acceptance of these Official Rules, the Website TOU (as defined below) and Privacy Policy (as defined below) (collectively, a “**Submission**”). **You may submit only one (1) Submission per each of the four (4) Genres (as defined below), be it a Short Video, a Long Video, a Photo or a work of Visual Art (as such terms are defined below) for a maximum of four (4) Submissions.** Incomplete Submissions will be disqualified.

You will have access to a sound asset pack (“**Pack**”) via the Website which includes official Lucasfilm music and special effect soundclips, as well as music and special effect soundclips licensed to Sponsor (“**Lucasfilm IP**”) which may be used only if your Submission is a Video; if your Submission is a Video, you do not have to use the materials in the Pack but you may not use any other sound materials. **YOU CANNOT USE ANY SOUND MATERIALS (E.G., MUSIC OR SOUNDCLIPS) OTHER THAN WHAT IS INCLUDED IN THE PACK (ASSUMING YOUR SUBMISSION IS A VIDEO); AND YOU CANNOT USE ANY LUCASFILM IP IN THE PACK FOR ANY USE OTHER THAN IN YOUR SUBMISSION. YOU MAY USE OFFICIALLY LICENSED STAR WARS™ TOYS, COSTUMES, ACCESSORIES, CLOTHING, HOME FURNISHINGS, AND KITCHENWARE.**

Use of any such officially licensed *Star Wars*™ merchandise is entirely optional and any such purchases will not affect the judging of your entry, which will be evaluated solely in accordance with the Judging Criteria set forth in Phase 2 below. Submissions must be appropriate for audiences of any age under any youth protection laws, as determined by Sponsor by its reasonable judgment. Videos may be live action, traditional animation, CGI (computer generated imagery), and/or flash animation. Photos may be “raw capture” or the product of the use of image editing software. Contestants submitting in the Visual Art Genre should submit a photograph of their work of Visual Art, and retain the original work of Visual Art at least through the announcement of the winners in December 2018. Each Submission will be considered for the thirty-four (34) categories listed below (each, a “**Category**”) within the applicable Genres, as appropriate. Except for the Audience Choice Awards (as described below), the winner of each Category for each Genre (as discussed below) will be determined in accordance with criteria and information listed in the “Judging Phase” section **below**, at the sole discretion of a panel of judges appointed by the Sponsor (collectively, the “**Judges**”).

\*\*Content consists of the following different genres (each, a “**Genre**”):

1. Short Video (15 Second Maximum)
2. Long Video (5 Minute Maximum)
3. Photo
4. Visual Art

All videos must be in one of the following formats: .avi, .mov, .mp4, .mpg, or .m4v, cannot exceed 500MB in file size, and may be either (a) a maximum of fifteen (15) seconds in duration (each, a “**Short Video**”); OR (b) a maximum of five (5) minutes in duration (each, a “**Long Video**”). For purposes of these Official Rules, a Short Video and a Long Video are each referred to as a “**Video**” and collectively referred to as “**Videos**.” For the avoidance of doubt, a Video of up to fifteen (15) seconds will be considered **ONLY** in the Short Video Genre (15 Second Maximum) and a Video of more than fifteen (15) seconds but less than five (5) minutes will be considered **ONLY** in the Long Video Genre (5 Minute Maximum).

Photos must be in one of the following formats: .jpeg, .jpg, .png, and .pdf, and under 10MB in file size (each, a “**Photo**”).

Visual Art other than Photos must be in one of the following formats: .jpeg, .jpg, .png, and .pdf, and under 10MB in file size (“**Visual Art**”).

**15 Second Maximum Short Video Award Categories (as further detailed in the “Judging Phase” section below)**

1. Best Choreography
2. Best Animation
3. Best Comedy
4. Best Visual Effects
5. Best Stop Motion
6. Filmmaker Select
7. Spirit of Fandom
8. Audience Choice

**5 Minute Maximum Long Video Award Categories (as further detailed in the “Judging Phase” section below)**

1. Best Choreography
2. Best Animation
3. Best Comedy
4. Best Visual Effects
5. Best Stop Motion
6. Filmmaker Select
7. Spirit of Fandom
8. Audience Choice

**Photo Award Categories (as further detailed in the “Judging Phase” section below)**

1. Best Scene-Inspired Photo
2. Best Family Portrait
3. Best Throwback Photo
4. Best Original Concept
5. Funniest
6. Best Pet Photography
7. Best *Star Wars* Food Presentation
8. Best in Show

9. Audience Choice

**Visual Art Award Categories (as further detailed in the “Judging Phase” section below)**

1. Best Digital Art
2. Best Poster Art
3. Best Custom Costume
4. Best 2-D/Traditional Art
5. Best 3-D/Physical Art
6. Best Custom Figure
7. Best Custom Diorama
8. Best in Show
9. Audience Choice

When creating your Submission, please adhere to the Do's & Don'ts below and on the Website and the more detailed rules in Section IV.4 (Rules Governing Content of Submission) and Section IV.7 (Technical Requirements for Submission of Videos, Photos and Visual Art) below.

**DO's & DON'Ts OF SUBMISSIONS**

**Do's...**

- **Do get your parent's permission if you are a minor (as described in Section I.2 above).**

Each Contestant who is a minor must get permission from a parent or legal guardian before creating a Submission and/or entering the Contest.

- **Do protect your and others' privacy.**

If you are including names in your Content, include only your first name and please don't include anyone else's name or other personal information or include them in your Content (including appearing in or contributing to the Video, Photo or Visual Art) without first obtaining their written permission (or if they are a minor, the written permission of their parent/legal guardian).

- **Do be original.**

Feel free to put your own spin on the *Star Wars* franchise and make sure what you create is original and doesn't contain third party materials protected by copyright or other intellectual property rights.

- **Do be careful.**

Take caution when creating your Submission. Make sure not to shoot any violent activities or dangerous stunts that put you and/or others at risk of getting hurt. For your safety and the safety of others, don't try any risky moves.

- **Do ONLY use sound materials from the Pack.**

If you want to use music or soundclips in your Video, you may **only** use music/sound materials provided in the Pack on the Website. Please do not include any music/sound materials that are not from the Pack or your Submission will be disqualified.

- **Do use appropriate copyright and trademark notices.**

Maintain all copyright and trademark notices included in the Lucasfilm IP in the Pack or on officially licensed *Star Wars*<sup>™</sup> toys, costumes, accessories, clothing, home furnishings, and kitchenware.

- **Do read the terms.**

Please ensure you read the rest of these Official Rules in full. These “Do’s and Don’ts” are simply a handy reminder of some of the main things to remember when taking part in the Contest.

- **Have fun!**

#### **Don’ts...**

- **Don’t show any brands or logos, famous landmarks, buildings, books, works of art, etc.**

This means no visible/recognizable use anywhere in the Submission of brands on clothes, sneakers, in the background, or other things which may be subject to third party intellectual property rights, such as famous landmarks, buildings or works of art. Please do not include any references to movies, TV shows, videos or other shows or content other than those from the *Star Wars* franchise.

- **Don’t include** any names, voices, and/or likenesses of any person other than yourself in the Submission without first obtaining written permission (this includes not using images/voices of famous people). You will be responsible for getting written permission from any person included in your Submission (or from their parent/legal guardian in the case of minors).

- **Don’t be rude or use profanity.**

Avoid bad language, rude gestures and other inappropriate stuff.

- **Don’t use any music/sound materials that are not from the Pack (or your Submission will be disqualified).**

- **Don’t crowdfund the making of your Submission.**

You must be solely responsible for the creation of your Submission. Soliciting donations/investments from third parties by way of crowdfunding (including but not limited to websites such as Kickstarter, Patreon and Gofundme) or attempting to make a profit in any way from creating a Submission is prohibited.

- **Don’t go too long on the Videos.**

Either up to fifteen (15) seconds max for a Short Video or up to five (5) minutes max for a Long Video! Your Long Video timecode cannot exceed 5:00, or your Submission will be disqualified.

## **Guidance for Filmmakers and Photographers**

- **Shoot in Widescreen.**

It is suggested that you hold the camera so your Video comes out wider than it is tall, like a movie screen. Please shoot in landscape mode and not portrait mode, with a 16x9 aspect ratio.

- **Be Bright.**

Use sunlight, light bulbs, whatever! Shoot with lots of light coming from behind the camera and shining on you, the star!

- **Speak Up.**

For Videos, the closer you are to the camera or separate microphone, the better your voice will sound.

- **Keep it Steady.**

Make sure your camera is on a tripod or make sure something holds it steady.

**SUBMISSIONS WILL NOT BE RETURNED. YOU SHOULD RETAIN A BACK-UP COPY OF YOUR SUBMISSIONS AND ANY OTHER CONTENT YOU SUBMIT.**

### **PHASE 2 (“JUDGING PHASE”):**

**Submissions will first be sorted by Genre, that is, Short Video, Long Video, Photo or Visual Art. Prior to judging, Submissions will be reviewed to determine compliance with the Submission requirements of this Contest and only those Submissions determined to comply with the Submission requirements set forth in these Official Rules will be judged.**

Potential Audience Choice Finalists will be notified prior to the Audience Choice Award Voting Phase and provided with a written affirmation of Eligibility, Release and Indemnification, Grant of Rights, a Publicity Release, as well as any other documents Sponsor may require (including without limitation, release(s) from the Potential Audience Choice Finalist’s film crew or other persons involved in making Potential Audience Choice Finalist’s Submission, if and as applicable) (collectively, **“Audience Choice Finalist Documents”**), which each Potential Audience Choice Finalist will be required to sign (and have signed by the persons involved in making the Submission, as applicable) and return by post for the purpose of verification of status as an Audience Choice Finalist and the opportunity to be eligible to possibly win an Audience Choice Award prize. Where possible, Sponsor will also accept Audience Choice Finalist Documents returned by way of PDF scanned copies attached to an email. Sponsor will advise you whether such method is acceptable (depending on your country of residency) during this process.

Each Potential Audience Choice Finalist will have fourteen (14) calendar days from the date of notification to respond to the notification and execute and return the Audience Choice Finalist Documents. Execution and timely return of these items is mandatory to be eligible to possibly win an Audience Choice Award prize. NOTIFICATION OF BEING A POTENTIAL AUDIENCE CHOICE FINALIST DOES NOT CONSTITUTE A REPRESENTATION BY SPONSOR OR ADMINISTRATOR THAT YOU HAVE WON AN AUDIENCE CHOICE AWARD PRIZE.

**For each Genre, judging will take place in two (2) parts, both taking place during the period commencing at 9:00 a.m. P.T., September 18, 2018, and ending at 11:59 p.m. P.T., November 13, 2018.** The Judges will score the eligible Submissions in each Category based on the following criteria (**“Criteria”**) and will select for each Genre the twenty-five (25) highest scoring finalist Submissions (**“Audience Choice Finalists”**) for the Audience Choice Award for that Genre. For each Genre, Judges will also score the eligible Submissions based on the Criteria and will choose one (1) winner for each of the applicable Categories, as set forth above (not including the Audience Choice Category) (**“Category Judging”**).

For purposes of clarity, the top twenty-five (25) highest scoring Submissions in each Genre will be selected in accordance with the Criteria and without regard to Category – these twenty-five (25) Audience Choice Finalists in each Genre will be presented for public voting as set forth below. Accordingly, an Audience Choice Finalist Submission in a given Genre may be from *any* Category within that Genre. Concurrently, the Judges will apply the Criteria to all Submissions within each Category of each Genre (other than the Audience Choice Award Category) to select the highest scoring Submission within that Category to receive the Award for that specific Category in that Genre.

For each Genre, should Sponsor determine that fewer than twenty-five (25) Submissions, regardless of Category, are eligible and of sufficient quality, only such quantity of eligible Submissions of sufficient quality in that Genre will be selected as Audience Choice Finalists for public voting in that Genre and the Audience Choice Award for that Genre will be awarded among such smaller quantity of eligible, quality Submissions in that Genre based upon the results of the public vote.

For each Category within a Genre, should Sponsor determine that no eligible, quality Submissions have been received for such Category in a given Genre, the Award for the applicable Category in a Video Genre will be awarded to the 2<sup>nd</sup> highest scoring Submission within the “Spirit of Fandom” Category and the Award for the applicable Category in the Photos and Visual Art Genres will be awarded to the 2<sup>nd</sup> highest scoring Submission within the “Best in Show” Category for those respective Genres. Sponsor and Judges disclaim any and all liability should fewer than the total advertised number of Awards be distributed to prize winners in one (1) or more Categories pursuant to this paragraph.

#### **Genre Criteria: Videos**

1. A clear grasp of animation and/or filmmaking as an art form (17%)
2. Quality of storytelling (17%)
3. Character development and character design (17%)
4. Voiceover and acting talent (17%)
5. Originality (17%)
6. Overall entertainment value (15%)

#### **Genre Criteria: Photos and Visual Art**

1. A clear grasp of photography/other visual art (as applicable) as an art form (20%)
2. Quality of storytelling (20%)
3. Character development and character design (20%)
4. Originality (20%)
5. Overall entertainment value (20%)

**TIED ENTRIES:** In the event of a tie for a Category, the tie will be broken by the Judges based on the first Criteria: “a clear grasp of animation and/or filmmaking as an art form” or “a clear grasp of photography/other visual art (as applicable) as an art form,” as applicable. In the unlikely event that a tie for a given Category remains, the tie will be broken based on an additional Judge’s evaluation of all applicable criteria. The decision of the Judges shall be final and binding.

For the avoidance of doubt, one (1) prize winner will be selected for each Category from among all Submissions received for the Genre in which that Category falls, subject to the terms herein. As noted above, a Contestant may only submit one (1) Submission per Genre. Each Submission will be considered for every Category in the Genre if the Submission satisfies the applicable Category Criteria below. A Submission may win more than one (1) Category in a given Genre.

#### **Category Criteria: Videos**

(Note: please also refer to Section IV.13 (Winner Notification & Verification, Forfeiture Risks) below for further requirements of Contestants to win one of the following Awards. As set forth above, there are separate Awards for Short Videos and Long Videos.)

**Filmmaker Select:** The Filmmaker Select Award will be awarded to the Contestant who is determined by the Judges to have submitted the best overall *Star Wars*-themed film from among all the Submissions using the Criteria.

**Best Animation:** The Best Animation Award will be awarded to the Contestant who is determined by the Judges to have submitted the *Star Wars*-themed film with the best use of animation from among all the Submissions using the Criteria.

**Best Stop Motion:** The Best Stop Motion Award will be awarded to the Contestant who is determined by the Judges to have submitted the best *Star Wars*-themed stop motion film from among all the Submissions using the Criteria.

**Spirit of Fandom:** The Spirit of Fandom Award will be awarded to the Contestant who is determined by the Judges to have submitted the *Star Wars*-themed film that best represents the spirit of fandom from among all the Submissions using the Criteria.

**Best Comedy:** The Best Comedy Award will be awarded to the Contestant who is determined by the Judges to have submitted the best overall *Star Wars*-themed comedy film (i.e., a sketch or any film with a comedic tone) from among all the Submissions using the Criteria.

**Best Choreography:** The Best Choreography Award will be awarded to the Contestant who is determined by the Judges to have submitted the *Star Wars*-themed film with the best choreography (i.e., fight, dance, or any kind of rehearsed movements) from among all the Submissions using the Criteria.

**Best Visual Effects:** The Best Visual Effects Award will be awarded to the Contestant who is determined by the Judges to have submitted the *Star Wars*-themed film with the best use of visual effects from among all the Submissions using the Criteria.

**Audience Choice:** The Audience Choice Award will be awarded to the Audience Choice Finalist who receives the most Votes during the Audience Choice Award Voting Phase (for definitions and further information see below).

#### **Category Criteria: Photos**

(Note: please also refer to Section IV.13 (Winner Notification & Verification, Forfeiture Risks) below for further requirements of Contestants to be successful in winning one of the following Awards.)

**Best Scene-Inspired Photo:** The Best Scene-Inspired Photo Award will be awarded to the Contestant who is determined by the Judges to have submitted the *Star Wars*-themed Photo that best captures similarities to a scene from any film or series from the *Star Wars* franchise from among all the Submissions using the Criteria.

**Best Family Portrait:** The Best Family Portrait Award will be awarded to the Contestant who is determined by the Judges to have submitted the best *Star Wars*-themed Photo featuring members of Contestant's "family," in any manner that the submitting Contestant may choose to define "family" (which may include, but is not limited to, individuals who have relationships with the Contestant that are considered familial or close in nature, such as family members, close friends, colleagues, teammates, etc.).

**Best Throwback Photo:** The Best Throwback Photo Award will be awarded to the Contestant who is determined by the Judges to have submitted the *Star Wars*-themed Photo that best replicates an old, personal *Star Wars*-themed photograph from among all the Submissions using the Criteria. Both a copy of the original image and the recreation must be submitted to qualify.

**Best Original Concept:** The Best Original Concept Award will be awarded to the Contestant who is determined by the Judges to have submitted the *Star Wars*-themed Photo with the best original interpretation or approach to the *Star Wars* franchise from among all the Submissions using the Criteria.

**Funniest:** The Funniest Award will be awarded to the Contestant who is determined by the Judges to have submitted the funniest, most humorous *Star Wars*-themed Photo from among all the Submissions using the Criteria.

**Best Pet Photography:** The Best Pet Photography Award will be awarded to the Contestant who is determined by the Judges to have submitted the best *Star Wars*-themed Photo featuring a pet(s) from among all the Submissions using the Criteria.

**Best *Star Wars* Food Presentation:** The Best *Star Wars* Food Presentation Award will be awarded to the Contestant who is determined by the Judges to have submitted the best *Star Wars*-themed Photo of food items from among all the Submissions using the Criteria.

**Best in Show:** The Best in Show Award will be awarded to the Contestant who is determined by the Judges to have submitted the best overall *Star Wars*-themed Photo from among all the Submissions using the Criteria.

**Audience Choice:** The Audience Choice Award will be awarded to the Audience Choice Finalist who receives the most Votes during the Audience Choice Award Voting Phase (for definitions and further information see below).

#### **Category Criteria: Visual Art**

**Best Digital Art:** The Best Digital Art Award will be awarded to the Contestant who is determined by the Judges to have submitted the best *Star Wars*-themed work of digital art from among all the Submissions using the Criteria.

**Best Poster Art:** The Best Poster Art Award will be awarded to the Contestant who is determined by the Judges to have submitted the best *Star Wars*-themed poster promoting or advertising any film, show or item from the *Star Wars* franchise from among all the Submissions using the Criteria.

**Best Custom Costume:** The Best Custom Costume Award will be awarded to the Contestant who is determined by the Judges to have submitted the best *Star Wars*-themed custom costume (e.g., handmade, built, or customized from officially licensed *Star Wars*<sup>™</sup> costumes, accessories, clothing, and/or other products) from among all the Submissions using the Criteria.

**Best 2-D/Traditional Art:** The Best 2-D/Traditional Art Award will be awarded to the Contestant who is determined by the Judges to have submitted the best *Star Wars*-themed work of visual art (e.g., oil painting, watercolors, charcoal, etc.) from among all the Submissions using the Criteria.

**Best 3-D/Physical Art:** The Best 3-D/Physical Art Award will be awarded to the Contestant who is determined by the Judges to have submitted the best *Star Wars*-themed work of physical art (e.g., sculpture, furniture, or anything not 2-dimensional, excluding models and toys) from among all the Submissions using the Criteria.

**Best Custom Figure:** The Best Custom Figure Award will be awarded to the Contestant who is determined by the Judges to have submitted the best and most accurate representation of a character from the *Star Wars* franchise as a figure (handmade or customized from an existing officially licensed *Star Wars*<sup>™</sup> product) from among all the Submissions using the Criteria.

**Best Custom Diorama:** The Best Custom Diorama Award will be awarded to the Contestant who is determined by the Judges to have submitted the best and most accurate representation of any character, venue or object from the *Star Wars* franchise from among all the Submissions using the Criteria.

**Best in Show:** The Best in Show Award will be awarded to the Contestant who is determined by the Judges to have submitted the best overall *Star Wars*-themed work of Visual Art (other than a Photo) from among all the Submissions using the Criteria.

**Audience Choice:** The Audience Choice Award will be awarded to the Audience Choice Finalist who receives the most Votes during the Audience Choice Award Voting Phase (for definitions and further information see below).

**PHASE 3 (“AUDIENCE CHOICE AWARD VOTING PHASE”):**

Subject to the terms herein, on or about November 2, 2018, the Website will include a photo and video gallery showcasing twenty-five (25) Audience Choice Finalists for each of the Genres. For all Genres, fan voting in the Audience Choice Award Voting Phase of the Contest will open on 12:00 p.m. P.T. on November 2, 2018, and continue until 11:59 p.m. P.T. on November 13, 2018 (the “**Audience Choice Award Voting Phase**”). During the Audience Choice Award Voting Phase, individuals will be able to vote for their favorite Audience Choice Finalist (including their own Submission, if it is an Audience Choice Finalist). **Sponsor reserves the right to postpone or otherwise modify the Audience Choice Award Voting Phase, by posting a notice to such effect on the Website. Sponsor shall have no liability in conjunction with such postponement or modification (if applicable).** Individuals can vote by registering and logging on to the Website and following the directions on how to vote for his/her favorite Audience Choice Finalist (“**Vote**”). In each Genre, the eligible Audience Choice Finalist that receives the highest number of valid Votes during the Audience Choice Award Voting Phase will be determined as the potential Audience Choice Award winner for that Genre pending verification. **Limit: one (1) Vote per person per Audience Choice Finalist per day.** A “day” is defined as 12:00 a.m. P.T. through 11:59 p.m. P.T. Individuals can vote for multiple different Audience Choice Finalists on the same day, but can only vote for a particular Audience Choice Finalist once per day. Disqualification of a Contestant’s Submission and/or Votes can result if Sponsor or Administrator (in their sole discretion) suspect any fraud or voter/voting misconduct. Contestants may not trade, buy or sell Votes or incentivize others to vote for their Submissions in exchange for “likes”, “follows”, etc. Doing so will lead to disqualification of Contestant’s Submission. This includes (but is not limited to) any Votes that appear to violate Vote limits. Such violations may include, but are not limited to: (a) unusual patterns in Votes for an individual Audience Choice Finalist originating from the same IP address during the same day; (b) unusual name patterns originating from the same IP address; or (c) unusual time-of-day patterns originating from the same IP address. Sponsor reserves the right to disqualify any Votes that are cast in violation of these Official Rules to achieve an unfair advantage or by automated means of any sort.

Subject to the terms herein, the top twenty-five (25) Submissions in each Genre with the highest scores from the Judges using the Criteria that comply with these Official Rules will be eligible for an Audience Choice Award. Sponsor/Administrator shall not have any liability if fewer than twenty-five (25) Submissions are Audience Choice Award Finalists in a given Genre.

Votes must be manually key-stroked in accordance with the applicable instructions, which are made part of these Official Rules and incorporated by reference herein. Use of automated or programmed voting methods is prohibited and any Vote garnered by such means will be voided. Use of devices or artifices to manipulate or compromise the integrity of the voting procedure will result in voiding of Votes deemed by Sponsor/Administrator in their sole discretion to have been affected by such actions and/or disqualification of Submissions that have benefited from such actions and/or other legal sanctions. **LIMIT ONE (1) VOTE PER PERSON PER SUBMISSION PER DAY (AS DEFINED ABOVE) DURING THE AUDIENCE CHOICE AWARD VOTING PHASE.**

**2. OVERVIEW OF KEY DATES AND TIMES (SEE ABOVE DEFINITION OF P.T.):**

<b>Period</b>	<b>Begin Date &amp; Time</b>	<b>End Date &amp; Time</b>
<b>ENTRY PERIOD</b>	<b>12:00 p.m. P.T. July 18, 2018</b>	<b>11:59 p.m. P.T. September 17, 2018</b>
<b>JUDGING PERIOD (INCLUDING CATEGORY JUDGING)</b>	<b>9:00 a.m. P.T. September 18, 2018</b>	<b>11:59 p.m. P.T. November 13, 2018</b>
<b>FINALIST CONFIRMATION PERIOD</b>	<b>9:00 a.m. P.T. October 8, 2018</b>	<b>11:59 p.m. P.T. October 29, 2018</b>
<b>AUDIENCE CHOICE AWARD VOTING PHASE</b>	<b>12:00 p.m. P.T. November 2, 2018</b>	<b>11:59 p.m. P.T. November 13, 2018</b>
<b>WINNER CONFIRMATION PERIOD</b>	<b>9:00 a.m. P.T. November 14, 2018</b>	<b>11:59 p.m. P.T. November 30, 2018</b>
<b>ANNOUNCEMENT OF WINNERS</b>	<b>December 2018</b>	<b>December 2018</b>

## **IV. OTHER CONTEST TERMS IN DETAIL**

### **1. ELIGIBILITY**

The Contest is open only to legal residents of the U.S., Canada (excluding Quebec), Japan, Australia, New Zealand and Puerto Rico who are thirteen (13) years of age or older. Void in Quebec. Void elsewhere and where prohibited or restricted by law. Any individuals (including but not limited to employees, consultants, independent contractors, and interns) who have, within six (6) months prior to the start of the Entry Period, performed services for Sponsor, Administrator, Lucasfilm Ltd. or any other company within The Walt Disney Company family of companies, and any organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Contest or supplying the prizes, persons involved in the creation, development or production (including cast and crew) of any *Star Wars* related films or other related content, including any *Star Wars* television series or streaming content, or other content or products related to the *Star Wars* franchise and/or any related parent, subsidiary, affiliated and successor companies, and immediate family and household members of such individuals, are not eligible to participate or win any prize in the Contest. **“Immediate family members”** shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. **“Household members”** shall mean people who share the same residence at least three (3) months a year, whether related or not. (For the avoidance of doubt, persons who vote for an Audience Choice Finalist in the Audience Choice Award Voting Phase of the Contest may also have their own Submission and enter the Contest, and immediate family members of the Contestant, or household members of the Contestant, can vote for an Audience Choice Finalist.) Potential winners may be required to provide proof of legal residency prior to being awarded a prize.

### **2. CONTEST SCHEDULE**

Please consult the overview of key dates and times above. **Submissions must be submitted between 12:00 p.m. P.T. on July 18, 2018 and 11:59 p.m. P.T. on September 17, 2018.** Sponsor’s computer is the official clock for the Contest.

### **3. HOW TO ENTER (2 STEPS):**

#### **STEP 1 – CREATE A WEBSITE ACCOUNT**

Navigate to [www.StarWars.com](http://www.StarWars.com) or [jp.starwars.com](http://jp.starwars.com) depending on your country of legal residence).

You must have a Disney account in order to enter the Contest. You may enter the Contest by logging in to the applicable Website with your username or email address (“**Email**”) and password.

If you do not already have a Disney account, you may sign up for one free of charge by visiting the Website and providing all required information in the “Create your account” form through the “Sign Up” link on the Website. Users may be required to signify that they agree to and/or acknowledge the applicable Disney Terms of Use (“**TOU**”), the Privacy Policy (as defined below) and/or other applicable terms, notices, or policies. Upon successful Disney account creation, you may enter the Contest by following the directions in Step 2 below.

It is your sole responsibility to notify the Sponsor if you, as a Contestant, change your Email. To do so, you must go to <http://www.StarWars.com/?register=1>, [jp.starwars.com](http://jp.starwars.com) (as applicable), log in to your Website account using your username or Email and password, click on the arrow next to your display name, select “Account” and follow the instructions on how to change your Email.

#### **STEP 2 – SUBMIT YOUR VIDEO/PHOTO/WORK OF VISUAL ART**

##### **Videos:**

The specifications for Videos should follow these Official Rules (see in particular [Section IV.7 \(Technical Requirements for Submission of Videos, Photos and Visual Art\)](#) below), including, but not limited to, ensuring Videos are no longer than fifteen (15) seconds or five (5) minutes,

as applicable, and are in .avi, .mov, .mp4, .mpg or .m4v formats. Please don't try to upload a Video over 500 MB.

#### **Photos:**

The specifications for Photos should follow these Official Rules (see in particular [Section IV.7 \(Technical Requirements for Submission of Videos, Photos and Visual Art\)](#) below), including, but not limited to, ensuring Photos are no larger than 10 MB in size and are in .jpeg, .jpg, .png, or .pdf formats.

#### **Visual Art:**

The specifications for Visual Art should follow these Official Rules (see in particular [Section IV.7 \(Technical Requirements for Submission of Videos, Photos and Visual Art\)](#) below), including, but not limited to, ensuring the photos you submit of the Visual Art are no larger than 10 MB in size and are in .jpeg, .jpg, .png, or .pdf formats.

#### **For All Submissions:**

Any Submission that fails to meet Sponsor's specifications may be disqualified. All Submissions must be received during the defined Entry Period. **You may submit only one (1) Submission per Genre, be it a Short Video, a Long Video, a Photo or work of Visual Art.** If you attempt to, or are suspected of attempting (as solely determined by Sponsor) to, circumvent this limitation by any means, including, but not limited to, establishing multiple Website accounts, you may be disqualified from the Contest. Any Submission received after the Entry Period will be disqualified. Proof of submitting a Submission does not constitute proof of receipt or entry into the Contest. While more than one (1) person may be involved in the creation of a Submission, only the individual who is named on the Website will be recognized as the Contestant for such Submission.

Once you have created your Submission, you will be instructed on the Website how to upload your Submission. You must log into your Website account with your user name or Email and password. You will be required to click where indicated to signify that you accept and agree to be bound by the Privacy Policy (as defined below), the TOU and these Official Rules including that the decisions of the Judges, Administrator and Sponsor are final and binding in all respects. In the event of any discrepancy or inconsistency between the Official Rules and the TOU, the Official Rules shall govern in all respects. You agree, by uploading your Submission, that the Submission may be published for purposes of this Contest, in particular for the purpose of obtaining Votes for the Audience Choice Award in the Audience Choice Award Voting Phase.

You agree, by uploading your Submission, that your Submission may also appear (without remuneration to you) on or at Star Wars Celebration, San Diego Comic-Con, New York Comic Con, StarWars.com (including, without limitation, in *The Star Wars Show*), the Star Wars mobile application, Disney.com, YouTube, Twitter, Facebook, Instagram, Google+, Tumblr, Pinterest, the Disneyland and Walt Disney World Parks and Resorts, and any other places and platforms as determined by Sponsor in its sole discretion. SHOULD SPONSOR CHOOSE TO POST YOUR SUBMISSION ON THE ABOVE-INDICATED OR ANY OTHER PLACES/PLATFORMS, HOWEVER, SUCH POSTING DOES NOT CONSTITUTE ANY REPRESENTATION BY SPONSOR THAT YOUR SUBMISSION HAS BEEN SELECTED AS AN AUDIENCE CHOICE FINALIST OR AS A PRIZE WINNER IN THE CONTEST. FOR THE AVOIDANCE OF DOUBT, ANY SUCH POSTING HAS ABSOLUTELY NO BEARING ON THE SELECTION OF WINNERS IN THE CONTEST.

#### **4. RULES GOVERNING CONTENT OF SUBMISSION**

- Submissions must be submitted in English or Japanese. **Videos that are not in English must include English subtitles.** Sponsor reserves the right to verify the translation of subtitles of a Video or any caption or content accompanying a Photo or Visual Art for potential Audience Choice Finalists/Winners, and in the event Sponsor determines that a translation as submitted is inaccurate, Sponsor may require the potential Finalist to supply the correct subtitle prior to the award of a prize or public voting (as applicable). If Sponsor determines in its sole discretion that the translation of subtitles of a Video or any

caption or content accompanying a Photo or Visual Art for potential Audience Choice Finalists/Winners violates the official rules the applicable Submission may be disqualified.

- Videos must not exceed five (5) minutes in length. If a Video exceeds five (5) minutes in length, it will be disqualified. Also, a Video up to fifteen (15) seconds in length will be considered ONLY in the Short Video (15 Second Maximum) Genre and a Video of more than fifteen (15) seconds but less than five (5) minutes will be considered ONLY in the Long Video (5 Minute Maximum) Genre.
- Other than the materials provided by Sponsor for this Contest in the Pack (if Submission is a Video) or officially licensed *Star Wars*™ toys, costumes, accessories, clothing, home furnishings, and kitchenware, the Submission must be wholly original and created and owned by you. The Submission must not have been plagiarized or submitted in any previous contest or film festival.
- DO NOT include any music, soundclips, compositions, arrangements or other sound materials that are not included in the Pack (if Submission is a Video).
- Do NOT modify or augment any Lucasfilm IP included in the Pack (if Submission is a Video).
- DO NOT depict any person (living, dead, or fictional) unless such depiction is on officially licensed *Star Wars*™ toys, costumes, accessories, clothing, home furnishings, or kitchenware. Submissions may only include you and those individuals who have expressly given you permission (or their parent/legal guardian has given permission in the case of minors) to be included in the Submission (including the videographer, if other than Contestant).
- DO NOT include any third-party trademarked or copyrighted materials (other than materials provided by Sponsor in the Pack (if Submission is a Video) or otherwise permitted in the Official Rules). Submissions must not infringe, misappropriate, or violate the rights of any third party, including without limitation, intellectual property rights (including moral rights) or the right of privacy or publicity. Sponsor reserves the right to make a final determination on the risk of infringement.
- Submissions must be suitable for public presentation. Submissions MUST NOT include nudity; obscenity; pornography; offensive language, depictions of drugs, alcohol, tobacco products, or any harmful or illegal activity; material that is fraudulent, deceptive, offensive, sexually explicit, threatening, hateful, harassing, disparaging, libelous (including trade libel) or defaming; or include any other content that is by reasonable judgment inappropriate for this Contest or otherwise breaches these Official Rules. Sponsor reserves the right to make the final determination as to the suitability for public presentation.
- Submissions must not create or imply any association or endorsement between Sponsor and any individual, entity, or products and services.
- Submissions may not be used to advertise Contestant's or any third party's product or services.
- See also the Contestant Warranties and Representations below.

## **5. CONTESTANT'S LICENSE FOR SPONSOR TO USE SUBMISSION**

By entering this Contest and having a chance to win award(s), you agree and represent that you grant to Sponsor a perpetual, non-exclusive, sublicensable, irrevocable and royalty-free worldwide license under all copyrights, trademarks, patents, trade secrets, privacy and publicity rights and other intellectual property rights to use, reproduce, transmit, communicate to the public, print, publish, publicly display, broadcast, exhibit, distribute, redistribute, copy, index, comment on, modify, adapt, translate, create derivative works based upon, publicly perform, make available and otherwise exploit your Submission, in whole or in part, in all media formats and channels now known or hereafter devised (including on third-party sites and platforms such as Facebook, YouTube and Twitter), in any number of copies and without limit as to time,

manner and frequency of use, without further notice to you, with or without attribution, and without the requirement of permission from or payment to you or any other person or entity. You further agree upon Sponsor's request and without remuneration, to execute any documents that Sponsor may require so as to confirm, effect or record the preceding grant of rights in your Submission; should Contestant be a minor in his/her jurisdiction of residence, the preceding includes but is not limited to any ratification of this grant of rights by Contestant's parent or legal guardian.

## **6. SPONSOR'S LIMITED LICENSE TO CONTESTANT TO USE LUCASFILM IP**

If your Submission includes, uses or features Lucasfilm IP from the Pack (if Submission is a Video) or officially licensed *Star Wars*™ toys, costumes, accessories, clothing, home furnishings, and kitchenware, Sponsor grants you a non-exclusive license to create the Video using Lucasfilm IP or to create the Photo, Visual Art or Video using officially licensed *Star Wars*™ products for the purposes of creating a Submission for this Contest only, provided that such license shall be conditioned upon your assignment to Sponsor of all rights in and to the Submission (if such rights are not assigned to Sponsor, your license to create the Submission using Lucasfilm IP or officially licensed *Star Wars*™ products shall be null and void). At all times, as between Sponsor and Contestant, Sponsor shall retain all right, title and interest in the Lucasfilm IP and officially licensed *Star Wars*™ products as well as all copyrights therein; this grant of a license is not intended to transfer any ownership rights in the Lucasfilm IP or officially licensed *Star Wars*™ products or the copyrights therein. This grant of license is made contingent upon the Contestant maintaining all copyright and trademark notices included in the Lucasfilm IP in the Pack or officially licensed *Star Wars*™ toys, costumes, accessories, clothing, home furnishings, and kitchenware. The licensed rights will automatically expire at the end of the Contest. Any other use of the Lucasfilm IP in the Pack or officially licensed *Star Wars*™ toys, costumes, accessories, clothing, home furnishings, and kitchenware is strictly prohibited and constitutes an actionable violation of Sponsor's rights. After the announcement of the winners of the Contest, provided you are in compliance with the Official Rules, you may post your Submission to your personal website and/or social channels, provided those websites and channels are not-for-profit and non-commercial, including not monetized. You may not otherwise use your Submission, or any part thereof, in any manner other than for entry to this Contest.

## **7. TECHNICAL REQUIREMENTS FOR SUBMISSION OF VIDEOS, PHOTOS AND VISUAL ART**

- Videos must be in .AVI, .MOV, .MP4, .MPG, or .M4V file formats.
- Videos cannot exceed 500 MB in size.
- Videos should be shot in widescreen in landscape mode, preferably at 1600 x 900 resolution.
- Photos must be in .JPEG, .JPG, .PNG, or .PDF file formats.
- Photos cannot exceed 10 MB in size.
- Photos of Visual Art Submissions must be in .JPEG, .JPG, .PNG, or .PDF file formats.
- Photos of Visual Art Submissions cannot exceed 10 MB in size.
- Submissions MUST NOT contain any viruses, spyware, malware, bugs, or other deleterious materials that are designed to harm the functionality of a computer, a website, the Website or the Contest.
- Once submitted, a Submission may not be modified or supplemented.
- If a Submission is unable to be viewed by Sponsor or Administrator for any reason outside of Sponsor's or Administrator's control, such Submission will be disqualified (and Released Parties, as defined below, will not be responsible or liable for any such inability).

- Use of automated/programmed/robotic means of participation is prohibited, Submissions completed or submitted using such illicit means will be void, and the applicable Submission may be disqualified from the Contest. Sponsor and Administrator will not be responsible for late, lost, incomplete, corrupted, inaccessible, garbled or misdirected Submissions, or Submissions that are not uploaded due to a technological/programming/electronic error, malfunction or failure or for any other reason.

## **8. CONTESTANT'S WAIVERS, ACKNOWLEDGEMENTS, WARRANTIES AND REPRESENTATIONS, CONSENTS**

- **MORAL AND OTHER RIGHTS OF AUTHORS**

### **LOCAL LAWS SOMETIMES DO PROTECT AUTHORS AND LIMIT THE POSSIBILITY OF WAIVING MORAL RIGHTS.**

Except if Contestant resides in a jurisdiction in which moral rights cannot be waived under applicable copyright law, Contestant waives any "Moral Right of Authors" (*Droit Moral*) in their Submissions. Contestant also consents to Sponsor doing (or omitting to do) any act in respect of Contestant's Submission that may otherwise constitute an infringement of the Contestant's moral rights. Contestant further agrees, upon Sponsor's request, and without compensation, to sign any and all necessary and appropriate documents so as to effect, perfect or record the preceding grant of license rights and moral rights consent and (if necessary) to procure signatures from any third parties. Except where applicable local law provides otherwise, Contestant further expressly acknowledges that Sponsor does not owe him/her a duty of confidence (or fiduciary duty or the like) with regard to his/her Submission. Where such moral rights are, by their nature, by operation of applicable law, etc. unable to be waived, Contestant agrees never to exercise such moral rights without obtaining the prior written consent of Sponsor, and agrees to procure the same agreement from others who may possess such rights to the Submission.

- **ACKNOWLEDGMENT OF POTENTIAL CONFLICTS WITH SUBMISSION CONTENT**

Contestant acknowledges that the Sponsor Entities (as such term is defined below) have wide access to ideas, stories, designs and other literary/artistic materials submitted to them from outside sources or being developed by their own employees and that such ideas/stories/designs/literary/artistic materials may be competitive with, similar to (or even identical to) his/her Submission(s). Contestant waives the right to make any and all claims or to seek injunctive relief against Sponsor, Lucasfilm Ltd., and their respective parents, subsidiaries, affiliated and successor companies, and each of their respective officers, directors, agents, representatives and employees, as well as each of their respective successors, representatives, and assigns (collectively, the "**Sponsor Entities**"), arising in any manner, directly or indirectly, in connection with Contestant's Submission(s), including, without limitation, any claim based on idea theft, breach of contract (whether express or implied), infringement, or any other theory. The Sponsor Entities shall have no liability to Contestant in conjunction with such materials.

- **CONTESTANT'S WARRANTY AS TO THIRD PARTY RIGHTS AND OTHERWISE**

Contestant warrants and represents that he/she has followed these Official Rules and that his/her Submission: (a) does not violate any law or regulation; (b) does not violate or infringe any right of any third party, including but not limited to intellectual property rights, such as but not limited to rights of copyright, trademark or patent, or rights of publicity or privacy; (c) is not defamatory, slanderous or libelous and does not portray any person in a false light; (d) is Contestant's own original work (except as permitted herein) and Contestant owns or controls all right, title and interest in the Submission, including but not limited to its copyright; (e) has not been submitted in any other competition or contest or otherwise published for sale; (f) does not contain any virus, bugs, or other deleterious material at the time when it is submitted; (g) that the Contestant arranged for the Submission to be made; and (h) that before involving them in the making of the Submission, Contestant disclosed to all other persons so involved these

Official Rules and in particular the “PRIZE” section below (as well as advising such persons that the Contestant alone is participating in the Contest and will win prize(s) if the Submission is determined to be a prize winner).

- **CONTESTANT’S LIMITED INDEMNIFICATION AND HOLD HARMLESS DECLARATION.**

By entering this Contest, Contestant agrees to indemnify and hold harmless Released Parties (as defined below) from any action or liability resulting from the publishing or use of Contestant’s Submission as permitted by these Official Rules, except to the extent where such action or liability is a result of a Released Party’s modification, adaptation, translation, creation of a derivative work or other act for which Contestant is not responsible.

- **CONTESTANT’S CONSENT TO PUBLICATION**

If determined to be an Audience Choice Finalist by the Judges, the Submission will be posted on the Website for purposes of the Audience Choice Award Voting Phase. Contestant understands and agrees that (a) the posting of the Submission is subject to technological, electronic, programming and other limitations/malfunctions and the Submission as posted may not be exactly the same as the Submission as submitted by Contestant; (b) his/her Submission may be posted by Sponsor/Administrator in any order, format, sequence or pattern, which may or may not be altered or varied by Sponsor in its sole discretion one (1) or more times during the Audience Choice Award Voting Phase; (c) Submissions will be attributed to Contestants by first name, first initial of last name, title and description. Posting of a Submission at the Audience Choice Award Voting Phase merely indicates that Submission has been determined to be an Audience Choice Finalist, NOT that the Submission has been selected as the winner of the Audience Choice Award (or any other Award).

## **9. SPONSOR’S DISCLAIMER**

FOR ALL SUBMISSIONS POSTED ON THE WEBSITE, THE SUBMISSIONS REPRESENT SOLELY THE VIEWS/OPINIONS OF THE CONTESTANT AND DO NOT REFLECT THE VIEWS/OPINIONS OF SPONSOR IN ANY MANNER. SPONSOR IS ACTING AS A PASSIVE CONDUIT FOR THE POSTING/PUBLICATION OF SUBMISSIONS AND HAS NO OBLIGATION AND EXPRESSLY DISCLAIMS ANY AND ALL LIABILITY IN CONJUNCTION WITH SCREENING, MONITORING, OR REVIEWING THE CONTENT OF SUBMISSIONS.

## **10. DATA PROTECTION, PRIVACY**

Your personal information, including, without limitation, your name, address, email address, and likeness, will be collected if you enter the Contest for the purposes of conducting the Contest and administering the Prizes, and where you have opted in, for the purposes of sending you marketing communications. If you do not wish to provide your personal information, do not enter the Contest. Personal information will be handled in accordance with the privacy policy located at <https://disneyprivacycenter.com> (“**Privacy Policy**”). Please note that your personal data may be transferred to overseas recipients (including the Sponsor’s affiliates), and such recipients may be located in countries such as the U.S., Puerto Rico, Canada, Japan, Australia and New Zealand

## **11. CONTESTANT IDENTITY DISPUTES**

In the event of any dispute concerning the identity of any Contestant, a Submission will be deemed submitted by the natural person who is the Authorized Account Holder of the Email associated with the account used to enter the Contest on the Website. “**Authorized Account Holder**” is defined as the natural person who is assigned to an e-mail address by an internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

## **12. PARTICIPATION VIA MOBILE/WIRELESS DEVICE**

If you are a wireless service subscriber and have a smart phone, tablet or other wireless device that allows you access to the internet, you may also enter the Contest via any of those devices

during the Entry Period. **Data rates may apply to use of a mobile/wireless device for participation in the Contest, according to the terms and conditions of your service agreement with your wireless carrier.** Each wireless carrier's rate plan may vary, and Contestant should check with his/her wireless carrier prior to Contest participation so as to determine the applicability and amount of such charges. Participation via mobile/wireless device is not available on all carriers or in all areas; in addition, not all mobile/wireless devices feature the necessary functionality to participate in the Contest or may not continue to work in the event of product, software, coverage or other service changes made by one's wireless carrier.

### **13. WINNER NOTIFICATION & VERIFICATION, FORFEITURE RISKS**

At the completion of the Judging Period on November 13, 2018, during the period of November 14, 2018 through November 30, 2018, Sponsor and/or Administrator will contact potential Category winners ("**Potential Winner(s)**") by e-mail using the contact information provided by the Contestant in their Submission (the "**Initial Notification**").

During Initial Notification, Potential Winners will also be provided with a written affirmation of Eligibility, Release and Indemnification, Grant of Rights, a Publicity Release, as well as any other documents Sponsor may require (including without limitation, release(s) from the Potential Winner's film crew or other persons involved in making Potential Winner's Submission, if and as applicable) (collectively, "**Winner Documents**"), which each Potential Winner will be required to sign and return by post for the purpose of winner verification and acceptance. Where possible, Sponsor will also accept Winners Documents returned by way of PDF scanned copies attached to an email. Sponsor will advise you whether such method is acceptable (depending on your country of residency) during this process.

Each Potential Winner will have fourteen (14) calendar days from the date of Initial Notification to respond to the Initial Notification and execute and return the Winner Documents. Execution and timely return of these items is mandatory to become a winner.

**A Contestant selected as a Potential Winner must meet the following requirements. Any failure to do so may result in disqualification by Sponsor (as determined in Sponsor's sole discretion exercised by reasonable judgment):** a Potential Winner must (A) respond to the Initial Notification and execute and return any Winners Documents within fourteen (14) calendar days from time of Initial Notification; (B) provide Sponsor with satisfactory proof of eligibility as requested by Sponsor; and (C) have complied with these Official Rules. Disqualification may be declared by Sponsor if any email notification is returned as undeliverable (or if Sponsor is unable to contact Potential Winner via phone) after three (3) attempts. If a Potential Winner is disqualified for any reason, he/she will forfeit the opportunity to receive the Category prize. Sponsor shall inform each Potential Winner no later than fourteen (14) calendar days from receipt of their Winners Documents whether they have passed verification and are therefore an official winner or whether they are disqualified (such decision to be at the sole discretion of the Sponsor). Sponsor shall have no liability to disqualified Contestants and Sponsor reserves the right to select an alternative winner based on the Category Criteria from the remaining Submissions for the applicable Genre. For the avoidance of doubt, should the winner of the Audience Choice Award prize be disqualified, the Audience Choice Award Finalist with the next highest number of Votes for the applicable Genre will be deemed the Potential Winner for the Audience Choice Award.

### **14. PRIZES, ESTIMATED VALUES ("EV")**

**Prizes (1 prize per Category per Genre; 34 total prizes):** Each winner will receive by mail, postage prepaid by Sponsor, a Star Wars Prize Pack consisting of *Star Wars*<sup>TM</sup>-themed merchandise (exact items to be determined by Sponsor at its sole discretion), and a commemorative trophy. **EV of each prize is two hundred U.S. dollars (\$200.00 USD).** In the event that a winner wins more than one Category Award, he or she will receive an additional Star Wars Prize Pack for each Category Award won. **EV does not reflect re-sale value of the prize.** Prizes will be shipped via courier delivery service directly to each winner's home address within 4-6 weeks after completion of verification.

**EV of all Prizes: \$6,800.00 (USD)**

## **15. ADDITIONAL PRIZE RESTRICTIONS**

Any costs and incidentals not specified herein are the winner's sole responsibility. Prize is not redeemable for cash. No substitution or transfer of prize except with Sponsor's permission. Sponsor in its sole discretion may award a substitute prize or prize component of equal or greater value if advertised prize/prize component is unavailable at time of awarding for any reason. Any images of prizes/prize components in advertising are for illustrative purposes only and actual items awarded as prizes/prize components may differ from such images. Each prize must be accepted by the winner with all prize components (as described above).

Sponsor will arrange for the prize to be shipped to winners via its local or regional offices. No taxes or import duties are payable by the winner.

## **16. LIMITATIONS OF LIABILITY**

Except where prohibited, Sponsor and its agencies (including Administrator) are not responsible for failed, partial or garbled computer transmissions, or for technical failures of any kind, including but not limited to human, typographical, printing or electronic malfunction, any damage caused by or relating to any downloadable content or damage of any network, hardware or software. If for any reason the Contest (in whole or in part) is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud or technical failures beyond Sponsor's control that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, Sponsor reserves the right, in its sole discretion exercised by reasonable judgment, to cancel, terminate, modify or suspend the Contest (in whole or in part) and/or disqualify any individual who tampers with (or attempts to tamper with) the entry process/operation of the Contest (or any part thereof), including but not limited to the Audience Choice Award Voting Phase. In such event, Sponsor shall conduct the Contest and make prize(s) available for the affected part(s) of the Contest in a manner that is fair, appropriate and consistent with the spirit of these Official Rules, as determined by Sponsor in its sole discretion exercised by reasonable judgment, to cancel, terminate, modify or suspend the Contest (in whole or in part) and/or disqualify any individual who tampers with (or attempts to tamper with) the entry process/operation of the Contest (or any part thereof), including but not limited to the Audience Choice Award Voting Phase. In such event, Sponsor shall conduct the Contest and make prize(s) available for the affected part(s) of the Contest in a manner that is fair, appropriate and consistent with the spirit of these Official Rules, as determined by Sponsor in its sole discretion exercised by reasonable judgment. Notice of cancellation/termination/modification/suspension of the Contest will be posted on the Website. Except for information that is subject to the Privacy Policy, no responsibility is assumed for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Submissions or Votes; or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail, or electronic Submissions or Votes to be received on account of technical problems or traffic congestion on the internet or at any website, or any combination thereof, including any injury or damage to Contestant's or any other person's computer or mobile device (or data/information stored thereon) related to or resulting from participation in or downloading any materials from this Contest.

**NOTHING IN THESE OFFICIAL RULES LIMITS, EXCLUDES OR MODIFIES, OR PURPORTS TO LIMIT, EXCLUDE OR MODIFY ANY STATUTORY CONSUMER GUARANTEES OR ANY IMPLIED CONDITION OR WARRANTY THE EXCLUSION OF WHICH FROM THESE TERMS AND CONDITIONS WOULD CONTRAVENE ANY STATUTE OR CAUSE ANY PART OF THESE OFFICIAL RULES TO BE VOID (FOR AUSTRALIAN RESIDENTS ONLY, THIS INCLUDES STATUTORY GUARANTEES UNDER THE AUSTRALIAN CONSUMER LAW) ("NON-EXCLUDABLE GUARANTEES").**

**EXCEPT FOR ANY NON-EXCLUDABLE GUARANTEES, AND THE SPONSOR'S OWN PRODUCT/SERVICE THAT MAY BE COVERED BY A WARRANTY (WITH SUCH WARRANTY BEING EXPRESSLY LIMITED TO ITS TERMS SUBJECT TO ANY NON-EXCLUDABLE GUARANTEE), SPONSOR MAKES NO WARRANTY, REPRESENTATION OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO THE USE OF ANY PRIZE (OR ANY COMPONENT OF ANY PRIZE), INCLUDING (IN RESPECT OF ALL**

**JURISDICTIONS EXCEPT AUSTRALIA AND NEW ZEALAND), WITHOUT LIMITATION, ITS QUALITY, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.**

The following paragraph applies to all Contestants who ARE residents of Japan:

**IN THE EVENT THAT THESE OFFICIAL RULES ARE DEEMED TO QUALIFY AS A CONSUMER CONTRACT UNDER THE CONSUMER CONTRACTS ACT OF JAPAN, ANY PROVISION OF THIS AGREEMENT WHICH PURPORTS TO EXCLUDE ALL LIABILITY OF THE SPONSOR SHALL NOT APPLY. IN SUCH CASE, THE SPONSOR SHALL BE LIABLE TO COMPENSATE ONLY FOR ACTUAL DIRECT ORDINARY DAMAGES ARISING TO THE CONTESTANT(S) (EXCEPT IN THE CASE OF WILLFUL ACT OR GROSS NEGLIGENCE) UP TO A MAXIMUM AMOUNT OF JPY10,000.**

## **17. ADDITIONAL CONDITIONS OF PARTICIPATION**

By participating, Contestants agree to be bound by and abide by these Official Rules and the decisions of Sponsor and Administrator, which shall be final and binding in all respects. Contestants agree to the fullest extent permitted by law, to release and hold harmless Sponsor, Administrator, Lucasfilm Ltd., Facebook, Inc., Google, Inc., Twitter, Inc., Instagram LLC, Tumblr, Inc., Pinterest and each of their respective parents, subsidiaries, affiliated and successor companies, advertising and promotion agencies and prize suppliers, and each of their respective officers, directors, agents, representatives and employees, as well as each of their respective successors, representatives and assigns (collectively, the "**Released Parties**") from any and all actions, claims, injury, loss or damage to person(s) or property arising in any manner, directly or indirectly, from participation in this Contest and/or acceptance, possession, receipt or use/misuse of any prize, except that the waiver does not restrict Contestant from raising claims (a) which cannot be waived under applicable local law in the Contestant jurisdiction such as claims regarding loss of life, body injury, or claims relating to a violation of a principle, cardinal duty under the relevant legal relationship or (b) that are for loss and damage to the extent caused by a Released Party.

Contestants further agree not to knowingly damage or cause interruption of the Contest and/or prevent others from participating in the Contest. CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE OR WEBSITE OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST VIOLATES CRIMINAL OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE OR AN INDIVIDUAL OTHERWISE ATTEMPTS TO DEFRAUD SPONSOR, SPONSOR MAY DISQUALIFY ANY PARTICIPANT MAKING SUCH ATTEMPT AND SEEK DAMAGES TO THE FULLEST EXTENT OF THE LAW.

## **18. DISPUTES**

Except where prohibited, Contestant agrees that: (a) 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, to the extent permitted by compulsory local law in Contestant's country, exclusively by the U.S. District Court for the Central District of California or an appropriate State Court of the U.S. State of California, with Contestant, to the extent permitted by compulsory local law in Contestant's country, expressly waiving any right of *forum non conveniens*, change of venue or the like; (b) any and all claims, judgments and awards, to the extent permitted by compulsory local law in Contestant's country, shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Contest, but in no event attorneys' fees; unless the assistance of an attorney is required by law and subject to compulsory local law in Contestant's country; and (c) under no circumstances will Contestant be permitted to obtain awards for, and Contestant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased, except where compulsory local law in Contestant's country provides otherwise. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Contestant and Sponsor in connection with the Contest shall be governed by, and construed in accordance with, the laws of the U.S. State of California, without giving effect to any choice of law or conflict of law Official Rules (whether of the U.S. State of California or any other

jurisdiction), which would cause the application of the laws of any jurisdiction other than the U.S. State of California.

#### **19. SEVERABILITY**

If any part of these Official Rules shall be declared invalid or unenforceable by a court of competent jurisdiction, it shall not affect the validity of the balance of these Official Rules. In such circumstance, the provision declared invalid/unenforceable shall be re-drafted as closely to the original provision as allowed by law, so as to give effect to Sponsor's intent.

#### **20. LANGUAGE DISCREPANCIES/SEVERABILITY**

Should there be any discrepancy between the English language version of these Official Rules and the version of the Official Rules as translated into another language, the English language version shall prevail, govern and control in all respects.

#### **21. WINNERS' LIST**

For the list of winners (first name and first initial of last name) send an e-mail that includes the subject line: *The Star Wars Fan Awards Winners*, to [winnerslist@leaddogmarketing.com](mailto:winnerslist@leaddogmarketing.com), for receipt no later than January 7, 2019.

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