



VELCRO® TRADEMARK 50th ANNIVERSARY STUDENT DESIGN CHALLENGE

Contest

The VELCRO® TRADEMARK 50th ANNIVERSARY STUDENT DESIGN CHALLENGE (called "Contest" in these "Rules") begins on January 21, 2008 at 12:00:01 AM (EDT) and ends June 2, 2008 at 11:59:59 PM (EDT) ("Contest Period"). The Contest is sponsored by Velcro USA Inc., 406 Brown Avenue, Manchester, New Hampshire, 03103 ("Sponsor").

Eligibility

The Contest is open to full and part-time undergraduate and graduate students who are 18 years or older, enrolled at a four-year, degree-granting college or university in Arizona, Michigan or New Hampshire as of the date of their Entry submission(s), and who are not otherwise ineligible under these Rules. Part-time student status is defined as enrollment in at least one class. The Contest is not open to the following and their immediate family members:

Employees, officers, directors and shareholders of Sponsor and/or its parent, affiliate or subsidiary companies (collectively "the Velcro Companies"), professional designers and others who may be prohibited under employment or other contracts from making the assignments and otherwise granting rights as contemplated in these Rules, and all employees of entities, and persons, involved in reviewing, advising, promoting, advertising or administering in connection with Contest matters. This Contest is void if and where prohibited by law.

As used in these Rules, the term "Contestant" means any person who has submitted an Entry.

How to Enter

ONLINE ENTRIES ONLY:

Registration: To participate, register at www.velcro.com/50years. Upon registration, a temporary password will be emailed to your school email account (requiring a .edu address). Once received, log in to www.velcro.com/50years with your .edu email address and temporary password, and change your password.

VELCRO® Brand Product Samples and Specifications: Once registered, a sample product packet will automatically be mailed to the address you submitted during the registration process. Product specifications are also located on the <http://www.velcro.com/50years> site as a downloadable .pdf.

Submitting an Entry: Design a product ("Entry"), according to the Design Requirements below. Then, log in to <http://www.velcro.com/50years> and follow the on-screen instructions for Entry submission. **Only one Entry per person is allowed.** Entry submissions will be accepted in **.pdf format only.**

Prizewinners will be selected from uploaded Entries that are complete and otherwise eligible, which have been submitted during the Contest Period. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations. In the event of a dispute as to the identity of any person submitting an Entry, the authorized account holder of the email address used to submit the Entry will be deemed the Contestant. No purchase or Entry fee is required. All Entries become the exclusive property of Sponsor or its designee and will not be returned.



Design Requirements

Create an original concept for a new product or a re-design of any existing product using ONLY ONE of the following three new VELCRO® brand products:

- SEF V10
- ULTRA-MATE® SC2
- Conductive V30

Focus on how the strength, innovation, and versatility of your chosen VELCRO® brand product contributes to the novelty or significant improvement of the product. Then, create your Entry.

Your Entry must include:

- 3D schematics for the product rendered in AutoCAD, SolidWorks, Adobe Illustrator, or like programs.
- A complete description, including, but not limited to, how the product works, target audience, the role of the VELCRO® brand product, and how the attributes of the VELCRO® brand product contributed to the product design.

Only digital photographs of product prototypes or models may be submitted as part of the Entry. The actual prototype or model may not be submitted directly to the Sponsor. Upon judging, Sponsor reserves the right to request a working prototype or model to verify the validity of the product design.

Your Entry can be as unique as you like, but it must not be the subject of patent protection and must be an original work of authorship within the meaning of United States copyright law (Title 17 of the United States Code). Sponsor is not responsible for confirming that Entries meet these requirements or for obtaining or providing legal protection in any form for any Entry. Sponsor may require Contestants to provide satisfactory evidence that an Entry is an original work of authorship at any time during or after the Contest Period. If, in the sole discretion of Sponsor, an Entry does not appear to meet the requirements of these Rules, the Entry will not be considered. Sponsor will not verify receipt of Entries.

Proper Use of Sponsor Trademarks

When referring to your chosen VELCRO® brand product for the Contest, use the product name formats listed in the "Design Requirements" section of these Rules.

Number of Entry Submissions

The first 1,000 Entries will be accepted. Limit one Entry per person. ALL ENTRIES MUST BE RECEIVED BY 11:59 p.m. on JUNE 2, 2008. Any Entry may be over-written with an updated version using the same filename, throughout the Contest Period.

Selection of Winners

Winners will be selected from Entries that are complete and have been received within the Contest Period. Winners will be selected by a panel of judges, which may include one or more employees of Sponsor and/or any of its affiliated companies ("the Velcro Companies"). Winners will be selected based on:

- Originality and creativity of design
- Commercial appeal/aesthetics (perceived appeal to the general population)
- Functionality (does it work, is it easy to use)
- Overall presentation (quality of the Entry including schematics, renderings, descriptions)

All decisions and selections of the judges are final.



Prizes

Three prizes: three selected Contestants will each receive a \$3,000 scholarship and an all-expenses-paid trip to Sponsor headquarters for a tour and meeting with Sponsor President and/or Chief Executive Officer. The scholarship portions of the prizes will be paid directly to the respective colleges or universities in which the winning Contestants are enrolled for payment of qualified expenses as determined under Internal Revenue Code Section 117. Those qualified expenses include: a) tuition and fees required for enrollment; and b) fees, books, supplies, and equipment required for courses of instruction. Sponsor may, in its sole discretion, recognize some other Contestants in a manner solely determined by Sponsor.

Unclaimed Prizes; Tax Responsibility

Unclaimed prizes, including scholarships that cannot be paid by Sponsor to colleges or universities to meet winning Contestants' educational expenses in accordance with these Rules within twelve (12) months of the date of notification of the award, are forfeited. No substitution of prizes is offered, no transfer of prizes to third parties is permitted, and prizes cannot be redeemed for cash value, unless and only as specifically allowed by Sponsor in its sole discretion. Prizewinners are solely responsible for any applicable federal, state or local taxes on prizes; if applicable, prizewinners may receive an IRS tax Form 1099 for the value of prizes. Sponsor has no obligation to prizewinners in the event of any differences between actual value of any prizes as may be determined by taxing authorities or other third parties and any approximated values of prizes that might be provided at any time by Sponsor.

Publicity

Submission of Entries constitutes permission for The Velcro Companies to use Entries, in whole or in part, and all information submitted by Contestant, including, but not limited to, Contestant's name, photograph, likeness, and other information provided with the Entry for any business purpose, including for publicity and promotional purposes in any media, during and after the Contest Period throughout the world, without any compensation to, or prior review by, Contestants.

Notification

Sponsor anticipates that within approximately three (3) months of the end of the Contest Period winning Contestants will be notified by phone or mail (email or postal). Winning Contestants will be required, as a condition to receipt of prizes, to execute and return to Sponsor within three (3) days of date of receipt a Sponsor-provided affidavit of eligibility, confidentiality agreement, assignment and liability/publicity release ("Form"). If, in Sponsor's sole discretion, it determines that it is not able to promptly communicate with a winning Contestant in the manner described in these Rules (for example, phone calls are not promptly returned or mail (email or postal) addressed to the Contestant is returned to Sponsor as undeliverable without a forwarding address), or should a winning Contestant fail to timely execute and return the Form, such winning Contestant will be disqualified and the prize forfeited. In such event Sponsor need not, but may in its sole discretion, select another Contestant for the prize award.

Transfer of Ownership of Title and Intellectual Property

All submitted Entries, including but not limited to, all materials, designs, ideas, concepts and descriptions comprising such Entries (collectively, "Materials") shall become the sole property of Sponsor and/or an affiliated company, as designated by Sponsor ("the Velcro Designee"). As a condition to eligibility, Contestant assigns, transfers and conveys, and agrees to assign, transfer and convey, to the Velcro Designee, effective upon submission of Materials, all right, title and interest in the Materials, including all associated copyright and other intellectual property rights, and waives all rights in and to such Materials. If necessary to fully vest complete ownership of all Materials in the Velcro Designee, Contestants will, upon request, promptly execute and deliver



to the Velcro Designee such other papers or instruments, including but not limited to, new or other assignments, and perform such other necessary actions, as the Sponsor may require.

Contestant will not be paid for submitted Materials or for the granting of any rights. The Velcro Companies are not obligated to use any Materials or to give credit to Contestants if any Materials are used.

Confidentiality

I understand that as a result of registering for this contest I may receive material and information from Velcro USA Inc. relating to its business, including product information that is proprietary and confidential.

By registering for this contest I confirm and agree that I will, at all times, maintain in confidence all Confidential Information, not use such Confidential Information for any purpose other than my participation in the contest, and not disclose any of such Confidential Information to any third party without the prior express written authorization of Velcro USA Inc.

The term "Confidential Information" means all material and information provided and/or disclosed to me relating to Velcro USA Inc.'s and its affiliates' businesses, including, but not limited to, product information, but excluding any material or information: (i) that was generally known to the trade or the public at the time it was provided or disclosed to me, or as of the time it becomes generally known or available to the trade or public, other than by my actions; (ii) that appears in any issued patent, publication or other media generally available to the trade or public, other than by my actions; or (iii) that was actually known to me previous to its receipt in connection with this contest or as of the time it is actually lawfully obtained by me from a source other than Velcro USA Inc.

Warranty

By submitting an Entry, each Contestant warrants and represents that he or she is the sole author and creator of the Materials, that the Materials do not violate any applicable law, that the Materials do not infringe or otherwise violate any intellectual property right held by a third party, and that the Materials may be utilized for all purposes without obtaining permission from, or making any payment to, any third party.

Conditions of Contest Participation

By submitting Entries, all Contestants agree to all provisions of these Rules. Sponsor may, in its sole discretion, disqualify any individual from participating in any aspect of the Contest, including revocation of any prize award, if Sponsor believes or suspects that such person has engaged in or has attempted to engage in activity deemed in the sole discretion of Sponsor to be generally inconsistent with the intended operation of the Contest.

Liability Release and Indemnity

By submitting an Entry, each Contestant, on behalf of his/her executors, heirs and assigns, agrees to and does release, discharge, hold harmless, and indemnify the Velcro Companies, their successors and assigns, and all of their respective employees, officers, directors, licensees, agents, and representatives (including but not limited to CMD Agency), (collectively "Releasees") from any and all claims, liabilities and actions of any kind whatsoever related in any way to the Contest, including, but not limited to, injuries, damages or losses of any kind to persons or property which may be sustained in connection with or relating in any way to the Contest, including, without limitation, patent, copyright, trademark or other intellectual property infringement claims related to use of Materials.



Use of Sponsor Trademarks and Content

The use of Velcro Company trademarks is allowed only in Contest Entries submitted to the Contest website. Any other reproduction, distribution, transmission, modification or use of Velcro Company trademarks for any purpose without prior, express agreement of Sponsor is prohibited.

All material on the Contest website (drawings, designs, illustrations, photographs, sound tracks, written text, logos, trademarks, etc.) is the exclusive property of Sponsor or its Licensor and may not be reproduced, by any means or process, totally or in part, distributed, published, transmitted, used for creation of derivative works, modified or transferred, except as specifically authorized in writing by Sponsor.

Sponsor

Velcro USA Inc., 406 Brown Avenue, Manchester, New Hampshire, 03103.

Winners List

For a list of winners, please check <http://www.velcro.com/50years> or send a request to Student Design Challenge Winners, Velcro USA Inc., 406 Brown Avenue, Manchester, New Hampshire, 03103, after August 29, 2008.

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