COMPLETE OFFICIAL RULES

1. **ELIGIBILITY:** The Contest is sponsored by the University of Southern California and is open and offered only to full or part-time students currently enrolled in the USC Dana and David Dornsife College of Letters, Arts and Sciences ("USC" or "Sponsor"). USC, its affiliates, subsidiaries, and their respective employees, officers, directors, shareholders, representatives, agents, trustees and family members of those employees are not eligible to participate and will be disqualified. Entries not meeting the conditions of these Official Rules, as determined by the Sponsor in its sole discretion, will not be eligible for judging and will be disqualified. All Entries suspected of violating intellectual property rights, or any local, state or federal law(s) will be ineligible.

2. **THE CONTEST:** Prepare a submission ("Submission") showing how you exemplify USC Dornsife. The submission may be in the form of video, writing, artwork, photographs or songs. Some possible examples of how the winning submissions may be used are as follows: in announcements to the USC Dornsife community, in stewardship to the Dornsifes, in the Dornsife magazine and presentation at the campaign launch.

3. **HOW TO ENTER:** The Contest submission period starts at 9:00 a.m. on January 14, 2013 and ends at 5:00 p.m. on February 19, 2013. Deliver Submission and a copy of your current resume to Bovard 304 reception desk, attention Sonya Vanhoof (University Park Campus, Bovard Administration Building, 304, Los Angeles, California 90089). ALL ENTRIES MUST BE RECEIVED ON OR BEFORE FEBRUARY 19, 2013 AT 5:00 P.M. TO BE ELIGIBLE TO PARTICIPATE IN THE CONTEST. Each Submission must be the original creation of the entrant. Entries may not be cancelled, removed or revoked by entrant. Entrants assume all risk of damaged, lost, late, incomplete, invalid, incorrect or misdirected entries. All information collected from entries shall be deemed collected and judged in the United States.

4. **ENTRANT’S REPRESENTATIONS & WARRANTIES:** By entering, you represent and warrant that: (a) your entire Submission is an original work by you and you have not included third-party content in or in connection with your entry; (b) no person or entity other than you has any right, title or interest in any part of your Submission; (c) your Submission has not previously been published in any medium or submitted to any other competition or contest; (d) your Submission, the use thereof by Sponsor, or the exercise by Sponsor of any of the rights granted by you under this Agreement, does not infringe or violate the rights of any third party, including, but not limited to, copyrights, licensing rights, defamation, false light, rights of publicity or privacy, confidentiality and/or any other intellectual property rights; (e) your Submission is not subject to any third party agreements, and the Sponsor will not be required to pay or incur any sums to any person or entity as a result of its use or exploitation of the Submission or ideas contained therein; (f) you have adhered to the USC Student Code of Conduct in your Submission and during the Submission process; and (g) you have reached the legal age of majority in your jurisdiction of residence at time of entry, or if a minor at time of entry you have your parent’s or legal guardian’s knowledge and consent to enter. By entering, you agree that all Submissions become Sponsor’s property and will not be returned, and that all Submissions may be used and exploited by Sponsor in perpetuity, worldwide, in all media types, now and in the future. By entering, you further agree that if you breach any of these warranties or the Official Rules, you are solely responsible for injury caused by the breach. Entrants agree to indemnify, defend and hold the Sponsor harmless from and against any and all liabilities, losses, damages, claims, debts, investigations, fines, penalties, costs, expenses and settlements (including attorneys’ fees and costs of litigation, settlement, judgment, interest and penalties) arising out of or related to their participation in the Contest, receipt of prize(s) and/or breach of representations and warranties.

5. **INTELLECTUAL PROPERTY RIGHTS:** At the time you submit any Submission, in whole or in part, to Sponsor, and whether or not your Submission is selected as a winner, you irrevocably transfer, convey and assign to Sponsor all right, title and interest in and to your Submission, in whole and in part, and all the intellectual property rights therein, through-out the world in perpetuity, including, without limitation, any and all copyrights and derivative rights and you waive all moral rights and rights of attribution relating thereto and agree to execute all documents and perform all acts deemed necessary by Sponsor to apply for, register, perfect and record such transfer and assignment and/or waivers and protect Sponsor’s right in the intellectual property. You further understand and agree that Sponsor shall have the exclusive right to apply for or register any copyrights and such other proprietary protections with respect thereto. You will not now nor in the future be paid for your Submission or for granting Sponsor any of these rights. Sponsor, its affiliates, licensees, successors and assigns are in no way obligated to use or continue to use your Submission (and have no obligation to you or any other person or entity after your
Submission is received). You agree to waive all claims to and shall receive no royalties of any kind now or in the future from Sponsor, its affiliates, licensees, successors and assigns for use of your Submission including copyright, trademark, public performance, digital sound recording, mechanical, synchronization or master use royalties, and you represent, warrant and agree that no other party is entitled to claim royalties from the use of the Submission as set forth in these Official Rules.

6. **CONTENT LIMITATIONS:** Entries that are lewd, obscene, pornographic, disparaging of the Sponsor or otherwise contain objectionable material may be disqualified in the Sponsor’s sole and unfettered discretion.

7. **JUDGING CRITERIA:** Submissions will be judged based on the following criteria:
   - 40% - Overall Impact. How well your message was delivered, answered the purpose and made a statement to the viewer.
   - 30% - Quality
   - 20% Creativity
   - 10% Written Statement.

8. **SELECTION OF WINNERS:** Submissions will be judged by a panel consisting of representatives from the Dornsife community to include staff, faculty and students who will evaluate each eligible submission based on the judging criteria (as defined in paragraph 7 above). The Judges will select 1(one) Grand Prize Winner, 1 (one) second prize winner, and 1 (one) third prize winner to be awarded the prizes described in paragraph 9 below. The winners will be announced at the end of February or early March. Exact announcement date and method of announcement to be determined by Sponsor in its sole discretion. Alternatively, you may contact Sponsor by mail at ADM 304 MC 4012 CAMPUS MAIL to request a list of the winners. All winners are subject to verification, including, without limitation, verification of eligibility and compliance with these Official Rules. Entrants agree that Sponsor has the sole right to decide all matters and disputes arising from this Contest and that all decisions of the Sponsor are final and binding.

9. **PRIZES:** The Sponsor will award to 1 (one) Grand Prize Winner a prize award of $1,000, 1 (one) second prize winner a prize award of $750 and 1 (one) third prize winner a prize award of $500. Some Submissions, including the Winners, may be selected for use as follows in Sponsor’s sole and absolute discretion: in announcements to the USC Dornsife community, in board meetings, in stewardship to the Dornsifes, in the Dornsife magazine and presentation at the campaign launch. All prizes are stated in U.S. currency. Potential winners will be notified by mail, e-mail or telephone (at Sponsor’s discretion using the information provided in the registration). Potential winners (or if a minor their parent or adult legal guardian (“parent”)) will be required to sign and return an Affidavit/Declaration/Certificate of Eligibility, Release of Liability within ten (10) business days of the date such Affidavit and Release are dated. In the event of noncompliance with these Official Rules, if potential winner cannot be reached using the contact information provided with the Submission on or within two attempts, or if the prize winner notification is returned as unclaimed or undeliverable, the prize will be forfeited and an alternate potential winner will be selected in accordance with their score. Prizes are not assignable or transferable in whole or in part. All properly claimed prizes will be awarded provided a sufficient number of eligible Entries are received, but in no event will the Sponsor award more prizes than are provided for in these Official Rules. No prize substitutions allowed, in whole or in part, except the Sponsor reserves the right to substitute a prize of comparable value. Winner is solely responsible for any local, provincial, state, federal or any other applicable taxes, and any other costs, expenses and fees connected with the prize. Prizes won by a minor will be awarded to and in the name of their parent/adult legal guardian who is responsible for any and all applicable taxes, costs, expenses and fees relating to their child’s prize.  

10. **LIMITATIONS OF LIABILITY AND RELEASE:** ENTRANTS AGREE THAT SPONSOR, ITS AFFILIATES, DIVISIONS, SUBSIDIARIES, AND ALL OF THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, TRUSTEES, CONTRACTORS, REPRESENTATIVES AND AGENTS (“RELEASED PARTIES”) WILL HAVE NO LIABILITY WHATSOEVER FOR, AND WILL BE RELEASED AND HELD HARMLESS BY ENTRANT FOR ANY CLAIMS, LIABILITIES, OR CAUSES OF ACTION OF ANY KIND OR NATURE FOR ANY INJURY, LOSS OR DAMAGES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES TO PERSONS, INCLUDING WITHOUT LIMITATION DISABILITY OR DEATH, EXCEPT IN CASES OF DEATH OR PERSONAL INJURY CAUSED BY NEGLIGENCE, AND DAMAGE TO PROPERTY, DUE IN WHOLE OR IN PART, ARISING DIRECTLY OR INDIRECTLY, NOW OR IN THE FUTURE FROM THE DELIVERY, ACCEPTANCE, USE OR MISUSE OF THE PRIZE, ANY AND ALL USE AS PROVIDED HEREIN OF THEIR ENTRY, OR PARTICIPATION IN THIS CONTEST AND/OR ANY RELATED ACTIVITY.

11. **CHOICE OF LAW:** This Contest and any action related thereto shall be governed, controlled, interpreted and defined by and under the laws of the State of California and the United States, without regard to the conflicts of laws provisions thereof. The exclusive jurisdiction and venue of any action with respect to the subject matter of these Official Rules and terms and conditions shall be the state courts of the State of California for the County of Los Angeles or the United States District Court for the Central District of California and each of the parties hereto submits itself to the exclusive jurisdiction and venue of such courts for the purpose of any such action.