

## **Rules of Innovative Design Competition of Licensed Products in 2008 of World Expo 2010 Shanghai, China**

The holding of Innovative Design Competition of Licensed Products in 2008 of World Expo 2010 Shanghai, China (hereinafter referred to as "Competition") is aimed to select innovative designs of licensed products that suit the concept and theme of Shanghai World Expo, deliver the concept of Shanghai World Expo - "understanding, communication, gathering and co-operation" and publicize the theme of Shanghai World Expo – "Better City, Better Life".

The "licensed products" indicated in the Rules; it refers that products carrying the logo of Shanghai World Expo with approval of the Shanghai World Expo Bureau, produced by the licensed product manufacturers and sold by the licensed product retailers. It currently covers 20 categories i.e. clothing, hats, stationeries, ornaments, home textiles, personal care products, toys, gifts, cases & bags, household glassware, ceramics, and metal products, household plastic products, bamboo, straw and rattan products, glasses, umbrellas, shoes, computer peripheral equipment, clocks, watches, sporting articles, vehicles, and is an important media of carrying World Expo culture and delivering World Expo concept.

### **I Organizer**

The organizer of this competition is the Bureau of Shanghai World Expo Coordination (hereinafter referred to as "Shanghai World Expo Bureau"). The organizer has set up the Office of Innovative Design Competition of Licensed Products in 2008 of World Expo 2010 Shanghai, China (hereinafter referred to as "Competition Office"), which is in charge of the collection, selection and publicity.

### **II Time Period**

This competition starts from the August 29, 2008 and ends at 18:00 November 16, 2008 (hereinafter referred to as "Deadline"). Any entries arriving after the deadline for any reason will be disqualified.

### **III Participant**

3.1 All individuals and agencies around the globe who concern and support World Expo 2010 Shanghai, China are free to participate in this competition according to the Rules. The competition is divided into two groups, professional and amateur. The professional participants are practitioners, professional teams, agencies, associations, product manufacturers and professional university departments, teachers and students, all in the product design field, otherwise, the participants belong to amateur group.

3.2 Participants shall complete and sign the Registration Form of Innovative Design Competition of Licensed Products in 2008 of World Expo 2010 Shanghai, China (hereinafter referred to as "Registration Form") and Letter of Commitment for Innovative Design Competition of Licensed Products in 2008 of World Expo 2010 Shanghai, China (hereinafter referred to as "Letter of Commitment"), and deliver the entries in the time and manner prescribed by the Rules.

3.3 Any individuals or agencies participating in the organization or selection of the competition will be disqualified.

3.4 Participants shall not make the public believe in their virtually nonexistent relations with Shanghai World Expo, or make open publicity of the participation without the written approval of Shanghai World Expo Bureau.

#### **IV Entries**

4.1 For each entry, the participants shall submit Design Scheme of the Entry, Registration Form and Letter of Commitment, as well as the data disk containing the electronic files of Design Scheme of the Entry. The lack or violation to the Rules of any of the above mentioned documents will make it disqualified for the competition. All entries shall be compiled in Chinese or English (in case of using both Chinese and English, Chinese shall prevail in the event of ambiguity).

4.2 The Design Scheme of the Entry contains Name, Description and Graphs of the entry, and shall meet the following requirements:

4.2.1 Chinese or English can be used as the Name, which shall be indicated in the Description or Graphs section.

4.2.2 The Description shall help to understand the entry, including the innovation description and technical description. Participants shall print or write the Description in block letters on A4 paper. The words of Description shall be clear and provide complete expatiation. The title of the Description shall indicate the Name of the entry.

4.2.3 The entries shall blend Chinese cultural characteristics, reflect the image of Shanghai World Expo, innovative and popular, and shall meet the market requirements of making, production and sales regarding the expression form and technical method.

4.2.4 The entries shall embody one or more of the following elements as far as possible:

- a. Logo of Shanghai World Expo (as a whole or part)
- b. Mascot of Shanghai World Expo (as a whole or part)
- c. EXPO 2010 (uppercase or lowercase)
- d. SHANGHAI EXPO (uppercase or lowercase)
- e. BETTER CITY, BETTER LIFE (uppercase or lowercase, with or without punctuation)
- f. Better City, Better Life (with or without punctuation)

In case of need to use the logo or mascot image of the Shanghai World Expo for its aim of participation, participants can request according to the approaches listed in 5.5 of the Rules.

4.2.5 Graphs of the entries can be graph of single page, or comprised of multiple pages of graphs with relevant content, all of which shall be printed or

drawn on A4 paper. Electronic files of the graphs shall adopt JPEG format (Size: A4; Precision: 300dpi; Color mode: RGB).

4.2.6 The Competition Office provides electronic template, and the participants shall submit electronic files of the Design Scheme of the Entry based on the format of this template. However, the paper documents submitted by the participants are not subject to the limitation of this template.

4.2.7 Any personal information related to the participants shall not appear in the Design Scheme of the Entry (including its electronic files), all of which shall only be filled in the Registration Form as required.

4.3 Participants shall correctly complete and personally sign the Registration Form and Letter of Commitment. For participants as agencies, "personally sign" refers to sign with official seal by its authorized representative. For participants as more than one person, all participants shall personally sign the above mentioned documents.

4.4 The entries shall also meet the following requirements:

4.4.1 Entries shall be originated by the participants, which have been not delivered by any means, neither known by the public by any means. The promise confirms, in case inventions, utility models or designs which have been patented or applied for patent are used in the entry, the participant will specify true and complete information in the "Description" part of the Registration form and Design Scheme of the Entry, including but not limited to, name or title of the patentee (or patent applicant), name and contact information of the agency issuing the patent certificate (or receiving patent application), patent number and duration, etc.. Disclosed content of the patent or patent application will not participate in this competition.

4.4.2 There is no limit to the design style or type of the entries, yet conformity with China's laws and social public orders and good customs is required.

4.4.3 The content of all documents of the entries shall be kept consistent. In case of inconsistency among the documents, the Competition Office can require the participants to provide written clarification or directly disqualify the participants without this procedure, according to the severity.

## **V Participation Methods**

5.1 Participants need not to pay registration fee, but shall bear the expenses arising from its participation.

5.2 Entries shall only be mailed or directly delivered to the following address:

Expo Mansion, 3588 Pudong Road (S), Shanghai, China

Post code: 200125

Office of Innovative Design Competition of Licensed Products in 2008 of World Expo 2010 Shanghai, China

Consultation Telephone: +86-21-22062831 (Competition Office)

5.3 For the entries delivered via mail, the delivery time shall be the postmark on the day of receipt by the local post office where the Competition Office is located; for the entries delivered via direct delivery, the delivery time shall be the time when the Competition Office signs the receipt. The Competition Office will not accept entries delivered in means other than mailing or direct delivery.

5.4 Upon the receipt of the entries all parts of this Rules will be considered as known and accepted. For entries which do not meet the requirements of these Rules, the participants can make correction before the deadline.

5.5 The participants can download this Rules, Registration Form, Letter of Commitment, electronic template of the Design Scheme of the Entry, as well as Shanghai World Expo logo, mascot image and related documents from the official website of Shanghai World Expo and Tencent.

The official website of Shanghai World Expo is [www.expo2010china.com](http://www.expo2010china.com), and the website of Tencent is [www.qq.com](http://www.qq.com).

## **VI Selection of the Entries**

6.1 The Competition Office will invite experts in the consumer and other related fields to form a selection committee to select the entries, and the selection method will be otherwise specified.

6.2 Shanghai World Expo Bureau reserves the right of finally deciding the winners of all awards of this competition.

## **VII Awards**

7.1 This competition sets 4 comprehensive awards and 6 single excellent design awards for the professional group, 6 single excellent design awards for the amateur group, and 10 best organization awards for the organizing agencies.

### **7.2 Comprehensive Awards**

7.2.1 Platinum Award: the winner will receive cup, certificate and reward of RMB 100, 000.

7.2.2 Golden Award: the winner will receive cup, certificate and reward of RMB 50, 000.

7.2.3 Silver Award: the winner will receive cup, certificate and reward of RMB 30, 000.

7.2.3 Bronze Award: the winner will receive cup, certificate and reward of RMB 10, 000.

### **7.3 Single Excellent Design Award**

Professional and amateur groups both set single excellent design awards, namely, Excellent Originality Award, Utility Model Award, Industrial Design Award, Commercial Potential Award, Trend Exploration Award and Environmental Protection & Energy Saving Award. The winner of single award will receive certificate and reward of RMB 5, 000.

7.3.1 Excellent Originality Award: unique and exquisite artistic composition, innovative design concept.

7.3.2 Utility Model Award; unique function, convenience and beautification of life, improvement of life quality, focus of innovative thought.

7.3.3 Industrial Design Award: excellent visual effects, providing enjoyment of beauty.

7.3.4 Commercial Potential Award: good development prospect, containing huge economic profits.

7.3.5 Trend Exploration Award: the concept of the entry has the potential of leading a new trend, leaving space of imagination.

7.3.6 Environmental Protection & Energy Saving Award: in conformity with the spirit of environmental protection, the product uses environmental materials or has energy saving and consumption reduction functions.

7.4 The winner of Best Organization Award will receive certificate and 10 ordinary tickets for Shanghai World Expo.

7.5 The entries cannot receive awards repeatedly, i.e., the entries receiving comprehensive awards will not take part in the selection of single excellent design awards. The sum of above reward refers to pre-tax sum, which will be given as per entry, and distributed by the corresponding participants. The winners shall pay tax according to the laws and regulations of related nations and regions (including but not limited to People's Republic of China).

7.6 The Competition Office will hand the rewards (cash or check) and certificates to the winning participants or representatives that have been appointed in written form by the participants. For participants as more than one person, the Competition Office will hand the rewards (cash or check) and certificates to the participants ranking the first in the "Participants" column or representatives that have been appointed in written form by the participants.

7.7 After the disclosure of the selection results, the Competition Office will declare the winner list on the official website of Shanghai World Expo and Tencent.

## **VIII Statements**

8.1 The Competition Office will not return any of the entries received, and the participants shall keep the draft by themselves.

8.2 The Competition Office will bear no responsibility for any loss and damage to the entries due to mailing delay, loss of mail, wrong mailing, underpaid mailing, theft or any other reasons unrelated to the Competition Office.

8.3 The intellectual property rights of the entries are protected by the laws of People's Republic of China. Upon the arrival of the entry, its intellectual properties (including but not limited to all rights of its plane, three-dimensional or electronic media) will belong to Shanghai World Expo Bureau ab intio, and the Shanghai World Expo Bureau is eligible to conduct any forms of publication, use,

modification, development, authorization, permission and protection and other activities. Except for the various potential awards and honors specified in paragraph 6 and 7 of the Rules, the participant will waive and no longer own any other rights of the entry.

8.4 The Competition Office accepts the application of participants in the amateur group for professional group. However, the participants in the professional group cannot apply for amateur group. Once found out, these participants will be disqualified, all responsibilities arising shall be born by the participants.

## **IX Miscellaneous**

9.1 This Rules and relevant documents will be published in both Chinese and English, and Chinese shall prevail in the event of ambiguity

9.2 The Competition Office is entitled to, as to the extent permitted by law, investigate and verify the information provided or require the participants to provide additional information within the time limit. The participants shall provide cooperation.

9.3 Shanghai World Expo Bureau reserves final interpretation right regarding all the documents of this competition, including these rules. For all matters related to this competition uncovered in this Rules Shanghai World Expo Bureau will further enact relevant regulations or provide explanations.

9.4 The competition is governed by laws of the People's Republic of China.