

## Illustrate Your Firefox Contest Rules

**Introduction:** The objective of this Contest is to market and encourage users to create new and exciting Personas.

**Sponsor:** The sponsor of this Contest is Mozilla Corporation, located at 650 Castro Street, Suite 300, Mountain View, CA 94041 (“Sponsor”).

**Eligibility:** No purchase or fee is necessary to enter or claim prize.

The Contest is open to all individuals attending the Renegade Craft Fair in Chicago on September 11<sup>th</sup> and 12<sup>th</sup> 2010. Minors who are under 18 will need to submit a signed parental consent form with their Entry.

The Contest is open only to individuals or groups of individuals. The Contest is not open to companies, educational institutions, organizations, etc. or to groups associated with such institutions. Entrant may not enter any work or design that is part of any work done for such an institution and in which such institution may claim ownership.

Employees of Sponsor and its parent company, subsidiaries, affiliates, suppliers, advertising agencies, and the families and persons living in the same household as such employees, are not eligible to participate.

The Contest is subject to all applicable laws.

**How to Enter:** To enter the Contest, visit the Mozilla booth at the fair and follow the instructions provided there to submit your design (“Entry”). You may submit as many Entries as you want. Entries submitted will not be returned or acknowledged.

If you are a group of individuals submitting an Entry, the names of all the individuals in the group should be noted in the design description for proper attribution.

Without limiting any representations or warranties, Sponsor has the right (though not the obligation) to, in Sponsor's sole discretion, reject or remove from Sponsor's websites, servers and computer systems any Entry that, in Sponsor's sole discretion, violates these Rules or any applicable Sponsor policy or is in any way harmful or objectionable. Sponsor also reserves the right to disqualify any entrant or Entry at Sponsor's sole discretion. No correspondence shall be entered into.

**Privacy:** All Entries may be made public as well as the entrants' names. Except as otherwise stated herein or as otherwise agreed by you and Sponsor, all other personal information you provide in connection with the Contest will be used only for purposes relating to this Contest, and will not be communicated to third-parties without prior permission. Please refer to our Privacy Policy (located at <http://www.mozilla.com/en-US/privacy-policy.html>) for further details.

**Contest Period:** The Contest begins at 11:00 a.m. Central Standard Time (CST) on September 11, 2010 and ends at 6:59 p.m. CST on September 12, 2010 (the “Contest Period”).

**Prize:** The winning Entries will be featured on the Personas Gallery homepage and the winners will receive Mozilla swag valued at twenty-five dollars (\$25) or less (e.g. a t-shirt).

**Work Criteria:** All Entries must meet specific criteria to be accepted into the Contest. (a) The Entry must not be inconsistent with or damaging to Sponsor's image. (b) The Entry must comply with the Personas content guidelines. (c) The Entry must be suitable for the Personas format. (d) The Entry must be submitted under the Creative Commons Attribution-Share Alike 3.0 License. (d) The Entry

must be your original work and may not include any unauthorized intellectual property of a third party.

**Selection of Winner:** After the Contest Period has ended, all Entries will be reviewed by an internal panel of qualified judges at Mozilla who will select the top 5 Entries as winners. Entries will be judged based on the following three criteria: (i) creativity of the design (33.33%); (ii) originality of the theme (33.33%); and (iii) artistic quality (33.33%).

More detailed information about each of the above-mentioned criteria is available from the Mozilla representatives at the Mozilla booth, as well as at <http://www.getpersonas.com/renegade>.

Any Entry that Sponsor believes has been plagiarized, is inappropriate, or is illegal or infringing will be disqualified.

The winners will be notified by mail, phone, or email on or about October 5, 2010.

The decisions of the judging panel are final on all matters relating to the Contest and no correspondence will be entered into.

**Authorization to Use Winners' Entries & Names:** Accepting a prize constitutes permission for Sponsor to make public and otherwise use your Entry, name, voice, picture, likeness, opinions, biographical information, and city and country of residence without further compensation in any media now known or hereafter developed for promotional and/or publicity purposes, unless prohibited by law. Each winner also agrees to participate in and cooperate with any promotional activity and/or publicity relating to the Contest if requested by Sponsor.

**Release of Liability:** By participating, you release Sponsor and its parent, subsidiaries, affiliates, partners, agents, advertising agencies, officers, directors, employees, and all others associated with the development and execution of this Contest, from and against any and all injury, loss or damage caused or claimed to be caused by your participation in the Contest and/or the acceptance, awarding, receipt, use and/or misuse of a prize, and you agree that these entities are in no way responsible for any warranty, representation, or guarantee, expressed or implied, in fact or in law, relating to the Contest and/or the awarding of any prize.

You also agree to hold harmless Sponsor and its parent, subsidiaries, affiliates, partners, agents, advertising agencies, officers, directors, employees, and all others associated with the development and execution of this Contest, from any claim by any third party relating to any rights in the Entry you submitted.

**Representations and Warranties:** By entering, you (meaning each member of a group if a group is submitting the Entry) warrant and represent that (a) you are the sole and exclusive owner of (and free of any adverse claim by any person, firm, or corporation) all intellectual property rights in and to the Entry; (b) the Entry is original and the use of the Entry as described in these Rules will not infringe the proprietary rights, including without limitation the intellectual property rights, of any third party; (c) the use of the Entry, as described in these Rules, will be in compliance with any third-party licenses pertaining to the Entry; (d) the Entry is not obscene or libelous, and does not violate any rights of any third party, including but not limited to rights of privacy or publicity; (e) the Entry does not target anyone because of his or her membership in a certain social group, including race, gender, color, religion, belief, sexual orientation, disability, ethnicity, nationality, age, gender identity, or political affiliation, and does not contain a symbolic representation of any group that targets anyone because of his or her membership in a certain social group; (f) the Entry and its use as described in these Rules will not violate any federal, state or local laws or ordinances; (g) no employer or educational or other establishment has any rights in the Entry; (h) the Entry is consistent with these Rules; and (i) you have the right to grant to Sponsor and its designees the license granted below. By entering the Contest you agree to be bound by these official Rules,

including all eligibility requirements and all decisions of Sponsor, which are final and binding in all matters relating to the Contest.

**Intellectual Property:** Except for any trademark or other graphic or design owned or supplied by Sponsor, any Entry entered in this Contest shall remain the exclusive property of the Entrant and Entrant's licensors. By participating in the Contest and in addition to any open source license governing the Entry, the Entrant grants to Sponsor and its designees a nonexclusive, irrevocable, sublicensable, unconditional, transferable, worldwide royalty-free license to reproduce, encode, store, modify, transmit, publish, post, copy, adapt, distribute, sell, advertise, publicly display, publicly perform, and create derivative works of the Entry. In addition, Entrant licenses the Entry under the Creative Commons Attribution-Share Alike 3.0 License.

**Mozilla's Trademarks:** The names Mozilla and Firefox, as well as the Mozilla, Firefox and red lizard logos are all registered trademarks of the Mozilla Foundation in the U.S. and several other countries. Any use of those or any other Sponsor (or Mozilla Foundation) trademark, trade name or logo must comply with the Mozilla Trademark Policies as posted at <http://www.mozilla.org/foundation/trademarks/>.

**Disclaimers:** Sponsor is not responsible for: (i) lost, late, misdirected, damaged, garbled or illegible entries; (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; or (iii) any injury or damage to entrant's or any other person's computer related to or resulting from participating in the Contest. Sponsor reserves the right to: (i) permanently disqualify from any Contest it sponsors any person it believes has intentionally violated these official Rules; and (ii) suspend, modify or terminate the Contest if Sponsor believes, in its sole discretion, that malfunction, error, disruption or damage is impairing or will impair the administration, security, fairness, or integrity of the Contest. If the Contest is terminated before the scheduled end of the Contest Period, Sponsor will determine the winner from all eligible entries received as of the termination date. Persons found tampering with or abusing any aspect of the Contest, or whom Sponsor believes to be causing or attempting or intending to cause any malfunction, error, disruption, or damage will be disqualified. Sponsor reserves the right to disqualify any unauthorized entries, including, without limitation, any entries made through robotic, automatic, mechanical, programmed or similar multiple-entry, or entry duplication, method and to disqualify any person or entity using such a method.

**Winner's Name:** For names of winners, please visit <http://www.getpersonas.com/renegade> or send an email to [sarah@mozilla.com](mailto:sarah@mozilla.com).