

Lunar Design
Best Do-It-Yourself (DIY) Sustainable Food Storage Design
Official Contest Rules

ELIGIBILITY:

The Best Do-It-Yourself (DIY) Sustainable Food Storage Design Contest (the "Contest") is open to natural persons [18] years of age or older at the time of entry who are enrolled in an accredited design school for the fall of 2010 (proof of enrollment satisfactory to Lunar Design will be required at the time of submission of entries). Employees of Lunar Design and their immediate family members and those living in their household, and each person or entity connected with the production or administration of the Contest, are not eligible. The Contest is subject to these official rules.

CONDITIONS:

The Contest is subject to these Official Contest Rules. By participating, entrants agree: (i) to be bound by these complete Official Contest Rules and the decisions of the judges, which shall be final and binding; and (ii) to waive any right to claim ambiguity in the Contest or these Official Contest Rules, except where prohibited by law. Lunar Design reserves the right to cancel or suspend the Contest, in its sole discretion, should it receive no entries that have a judged score above 10 points, or due to circumstances beyond its control, including natural disasters.

HOW TO ENTER:

To compete, create a sketch or rendering of your design for a sustainable food storage device using the LUNAR sharpie found in the conference goody bag and submit your design, along with a fully completed and executed "Entry Form" attached to these Contest Rules, to any Lunar Design representative at the Lunar Design display panel at the IDSA trade show in Portland Oregon between the hours of 9:00 am PST and 5:00 pm PST on August 4, 5 or 6, 2010 (the "Contest Period"). Limit 1 entry per person.

JUDGING: Each qualifying entry received at or before 5:00 pm PST on Friday, August 6, 2010 will be judged and one winner will be chosen. Three judges will convene on Saturday, August 7, 2010 to judge and select the winning entry. The Contest winner will be notified via phone and will be announced on LUNAR's blog by Monday, August 16th, 2010. Winner need not be present at the IDSA trade show on Saturday, August 7, 2010 to win.

Judges will be one Lunar Design representative and two others chosen by Lunar Design. In the event of a tie, each judge will cast a ballot for one of the tied entrants to determine the winner.

Submissions will be judged on the following criteria on a 30 point scale:

- Creativity and Originality of Idea (10 points)**
- Clarity, execution and expressiveness of DIY instructions (10 points)**
- Experience of the design (10 points)**

PRIZE:

📺 One (1) iPad 64GB WiFi + 3G

Approximate total retail value of prize (excluding tax): \$829.00.

PUBLICITY:

Each entrant shall retain all design rights in the product concept reflected in his or her entry sketch. By entering the Contest and submitting a Entry Form, each entrant grants Lunar Design and its affiliates and assigns the right to use all or part of such entrant's sketch (with attribution) for Lunar Design's publicity purposes at any time prior to or after the Contest end date, in any and all media, and to use the name, likeness and hometown name of such entrant. The Contest winner may be required, as a condition of accepting the prize, to sign any additional form of declaration of eligibility, liability release, and/or publicity release re: use of their name, likeness, hometown name, and winning entry and/or prize information, in all media now known or hereafter developed, without any compensation or prior review, unless specifically prohibited by law. All entries must be original to the entrant and shall not infringe upon the copyright, trademark, right of publicity, privacy or any other proprietary right of any third party. Entrants agree to indemnify Lunar Design and its affiliates and assigns with respect to any claim or allegation that any such entrant's submitted design infringes upon any rights of any third party.

LEGAL: Taxes relating to prize are the sole responsibility of the winner, and the winner may be issued an IRS Form 1099 for the approximate retail value (or relevant portion thereof) of the prize. This Contest is void where prohibited or restricted by law, and subject to applicable federal, state provincial and local laws. Lunar Design reserves the right to disqualify any entrant it finds to be tampering with the entry process or the operation of the Contest or violating these Official Contest Rules, or if any entrant is attempting to undermine the legitimate operation of the Contest by cheating, plagiarizing, engaging in any deception, or any other unfair playing practices of intending to annoy, abuse, threaten, undermine or harass any other entrants, judges or other parties.

PRIVACY: All personal information collected regarding entrants will be used for administration of the Contest and related publicity purposes, and may also be used by Lunar Design for recruiting purposes.

