Sony Electronics’ KOOV Challenge USA Online Contest
OFFICIAL CONTEST RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. PARTICIPANTS, AT THE TIME OF ENTRY, MUST BE STUDENTS IN GRADES 3-5 OR 6-8 OF A PUBLIC/PRIVATE SCHOOL IN THE CONTIGUOUS U.S. AND HAVE OBTAINED PARENTAL OR LEGAL GUARDIAN CONSENT TO PARTICIPATE IN THE CONTEST. A PURCHASE WILL NOT ENHANCE YOUR CHANCES OF WINNING. THIS CONTEST IS INTENDED FOR PLAY ONLY IN THE U.S. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AT THE TIME OF ENTRY AND/OR DO NOT AGREE TO THESE OFFICIAL RULES.

1. THE CONTEST: Open and offered only to students in grades 3-5 or 6-8 of a private/public school in the contiguous U.S. and have obtained parental or legal guardian consent to participate in the Contest at time of entry. Sony Electronics’ KOOV Challenge USA Online Contest (“Contest”) starts March 30, 2020 at 12:00:01 P.M., Pacific Time (“PT”) and ends May 29, 2020 at 3:00 P.M. PT (“Contest Period”). ALL ENTRY FORMS (SEE ATTACHMENT A) MUST BE RECEIVED NO LATER THAN 3:00 PM PT on May 29, 2020. Sponsor’s computer is the official clock for the Contest. Void where prohibited by law.

2. HOW TO ENTER – INTERNET ACCESS REQUIRED:
To enter the Contest the entrant must complete the following steps:

Student and parent and/or legal guardian must complete and execute the Entry Form attached hereto as Attachment 1 and return it to Sony during the Contest Period at KOOV@sony.com.

Entrants may participate in the Contest as one individual or in one group with up to two entrants (grades 3-5 may work together in a group and grades 6-8 may work together in a group). Groups may not be bigger than three entrants. Entrants must assemble and identify which entrants are working within a group at the time of submission of the Entry Form. All entrants within a group must be eligible to enter or win.

ENTRY IN KOOV APP
Entrant may enter the Contest by:
• Download KOOV app
• Enter “Free Production” within the KOOV app
• Click “Create Your Own Robot”
• Start and complete your coding for your robot using the judging criteria (see Rule 4)
• Upload a picture or video of robot performing

WINNERS: On or about June 8, 2020, Submissions will be judged by the criteria set forth in Rule 4. The winners will be notified by email on or about June 9, 2020. Sponsor’s decisions shall be final in all matters pertaining to this Contest.

3. SUBMISSIONS REQUIREMENTS: Submissions: (i) must be in the English language or accompanied with an English translation of the audio or visual text; (ii) must be the exclusive original work of the entrant; (iii) may not be inappropriate, offensive, libelous or defamatory, pornographic, sexually explicit, unlawful or plagiarized, as determined by Sony in its sole discretion; (iv) must not be harassing, abusive, threatening, harmful, vulgar, profane, obscene, excessively violent, racially, ethnically or otherwise objectionable or offensive in any way, as determined by Sony in its sole discretion; (v) may not violate or encourage others to violate any applicable law, statute, ordinance or regulation; (vi) may not defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person’s personal or property rights or any other third party rights; (vii) may not contain commercial or corporate advertising, other than those relating to Sony; (viii) may not include any website URLs, viruses, worms, corrupt files, Trojan horses, or other forms of corruptive code or content that may harm or compromise the proper conduct of the Contest; (ix) may not use any watermarks or distinguishing artist marks (such as signatures); and (x) if found to be in violation of these Contest Rules will be disqualified and therefore removed from the Contest.

By submitting an entry, entrant represents that (i) s/he has the unrestricted right to submit the entry; and (ii) the entry does not infringe upon any third party’s proprietary or other rights. No damaged, incomplete, forged or appropriated entries will be accepted.

Entrant may enter one (1) entry in the Contest.
4. SELECTION OF WINNERS: All eligible entries will be judged by Sponsor Judging Panel consisting of two (2) judges. Submissions will be judged on June 8, 2020 and winners will be announced on or about June 9, 2020.

Entrant(s) will be judged based on coding of KOOV that results in the most compelling autonomous transportation features of their robot, including but not limited to “stop at object”, “avoid object”, “reverse”, etc.)

CRITERIA FOR JUDGING:
- Creativity associated with “play” element – 35%
- Design – 35%
- Adherence to Contest Theme – 20%
- Presentation Skills – 10%

5. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"): TOTAL OF THREE (3) PRIZES:
There will be three (3) winners and each winner will receive one (1) of the following prize. If the winner is a group, each of the group members (groups can be up to 3 entrants) will each receive one (1) of the following prize. Prizes will be mailed to winners.
- KOOV Trial Kit, model EKV100U, ARV $249.99

Potential ARV Contest prize package is $2,249.91. All federal, state, and local taxes and fees associated with the prize receipt and/or use, if any, are solely the responsibility of winner’s parent or legal guardian. The winner’s parent or legal guardian will be responsible for paying all costs and expenses related to the prize that are not specifically mentioned herein, including but not limited to, participation in the Contest or use of prize.

IMPORTANT: Sony has no responsibility for a winner’s inability or failure to accept or utilize a prize as described herein. Prizes in this Contest are nonredeemable, nontransferable, non-assignable and non-substitutable except that Sony may, at its sole discretion, substitute a prize or any component thereof with one of equal or greater value. The parents and/or legal guardians of the potential winners of the Contest may each be required to sign and return within ten (10) days of notification or attempted notification of being a potential winner, an Affidavit of Eligibility/Compliance (including Social Security Number/information as required for tax reporting purposes) & Publicity/Liability Release (where permitted by law), or the prize may be forfeited in its entirety and, time allowing, an alternate potential winner(s) will be selected.

If a potential winner is found to be ineligible, is not in compliance with these Contest Rules, is disqualified or forfeits prize for any reason, declines to accept the prize, or if the prize notification or prize is returned as undeliverable, Sponsor reserves the right to award the prize to an alternate entrant who will also be selected per the judging criteria from all remaining non-winning entries received during the Contest Period. If after a good-faith attempt Sponsor is unable to award or deliver a prize, the prize will not be awarded.

6. ELIGIBILITY: The Contest is open and offered only to students in grades 3-5 or 6-8 of a private/public school in the contiguous U.S. and have obtained parental or legal guardian consent to participate in the Contest at time of entry and the Entry Form has been submitted to Sony at koov@sony.com during the Contest Period.

Officers, directors, and employees (and members of their household and of their immediate families, i.e., parents, children, stepchildren, spouse, siblings, "step" of each and persons residing in the same household of such immediate family members) of Sony, its subsidiaries, affiliates, sales representatives, distributors, advertising/Contest/web design agencies and/or their affiliates, assigns or representatives; (hereinafter referred to collectively as "Sony & Others"), and all other persons or entities associated with the development, administration, Contest, execution of, or supply to this Contest are ineligible to enter or win.

7. RELEASE: By acceptance of a prize, the winner and their parent/legal guardian release Sony & Others, from and against any and all liability and claims or causes of action, including, but not limited to, personal injury, death, or damage to or loss of property with respect to all aspects of this Contest, including those arising out of participation in this Contest, any prize related activity whether sponsored by Sony & Others or third parties, or the acceptance or possession or use/misuse of the prize or any component of the prize.

8. LIMITATIONS OF LIABILITY/INTERNET: Sony & Others are not responsible for interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer transmissions or jumbled, scrambled or misdirected entries or transmissions, or for phone, electrical, network, computer hardware or software or program malfunctions, failures or difficulties or for other errors,
omissions, interruptions, or deletions of any kind whether human, typographical, mechanical or electronic or for any damage to any person's computer related to participating in the Contest. Sony & Others are not responsible for illegible, unintelligible, late, lost or stolen entries or incorrect or inaccurate entry information, whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Contest or by any technical, typographical or human errors which may occur in the processing of any entries in this Contest. Any entrant who attempts to interfere with the proper play of this Contest will be disqualified from participation in the Contest. Persons found tampering with or abusing any aspect of this Contest, as solely determined by Sony, will be disqualified and may be subject to prosecution. If in the judgment of Sony, the Contest is compromised by viruses, bugs, non-authorized human intervention or other causes beyond the control of Sony, which corrupt the administration, security, fairness or proper play of the Contest, Sony reserves the right, in its sole discretion to discontinue, modify, suspend or terminate the Contest and proceed in a manner it deems fair and reasonable, including the selection of winners from among eligible entries received prior to such discontinuation, modification, suspension or termination. Any personally identifiable information collected during an entrant's participation in this Contest will be collected by Sony and used by Sony and its agents solely for purposes of the proper administration and fulfillment of the Contest as described in these Official Contest Rules or as stated in Sony’s Privacy Policy at http://products.sel.sony.com/SEL/legal/privacy.html.

ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SONY RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute as to the identity of a potential winner based on an email address, the winning entry will be deemed to have been made by the Authorized Account Holder of the email address submitted at time of entry. “Authorized Account Holder” is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. SONY MAKES NO WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NONINFRINGEMENT.

9. DISPUTES: Issues concerning the construction, validity, interpretation and enforceability of these Official Contest Rules shall be governed by the laws of the State of Delaware, United States. All disputes arising out of or connected with this Contest will be resolved individually, and without resort to class action. Should there be a conflict between the laws of the State of Delaware and any other laws, the conflict will be resolved in favor of the laws of the State of Delaware. All judgments or awards shall be limited to actual incurred out-of-pocket expenses (excluding attorneys’ fees) associated with participation in this Contest and shall not include any indirect, punitive, incidental and/or consequential damages.

10. GENERAL: By participating in the Contest, entrants agree to these Contest Rules and the decisions of Sony, which are final and binding in all matters and all respects relating to this Contest. This Contest is void where prohibited by law.

By participating in the Contest and providing the Submissions to the Sponsor in connection with the Contest, each entrant shall retain all right, title and interest (including copyright) in and to the Submission. Entrant acknowledges that Submissions will not be returned to entrant. Acceptance of a prize constitutes the winner's consent, by way of parent or legal guardian, to the use of her/his name, biographical information, photograph, and/or likeness for advertising and publicity purposes as determined by Sony or its designees without further compensation, except where prohibited by law. All federal, state and local laws and regulations apply. Sony & Others are not responsible for any entries and/or entries that are lost, late, undelivered, misdelivered or postage due mail.

11. WINNERS LIST: For the name of the winners, no later than August 31, 2020 send a self-addressed stamped envelope to: Sony Electronics’ KOOV Challenge USA Online Contest Winners List, 16535 Via Esprillo, San Diego, CA 92127.

Sponsor: Sony Electronics Inc., 16535 Via Esprillo, San Diego, CA 92127.

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ATTACHMENT 1

[Attached]