

# The YouTube Cannes Young Lions 48 HOUR AD CONTEST

## The YouTube, Cannes Young Lions 48 Hour Ad Contest Official Rules

THIS IS AN EXCITING COMPETITION IN WHICH PARTICIPANTS CAN WIN A TRIP TO REPRESENT YOUTUBE AT THE “YOUNG LIONS” COMPETITION AS PART OF THE CANNES LIONS ADVERTISING FESTIVAL.

PARTICIPANTS MUST BE:

- (A) BORN BETWEEN 27 JUNE 1980 AND 21 JUNE 1991, AND
- (B) A REGISTERED USER OF THE YOUTUBE WEBSITE.

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED. CONTEST IS OPEN TO RESIDENTS OF THE 50 UNITED STATES, THE DISTRICT OF COLUMBIA AND WORLDWIDE, EXCEPT FOR CUBA, IRAN, SYRIA, NORTH KOREA, ZIMBABWE, SUDAN, and MYANMAR (BURMA).

ENTRY IN THIS CONTEST CONSTITUTES YOUR ACCEPTANCE OF THESE RULES.

The YouTube, Cannes Young Lions 48 hour ad contest (the “**Contest**”) is a skill-based contest where participants submit a video to YouTube for a chance to win attendance at the Cannes Lions Advertising Festival (the “**Festival**”) as part of the Young Lions competition. The Contest consists of a 48 hour viral film challenge, where participants must create a video ad for a charity according to a given brief (the “**Video**”). Videos will be evaluated by both YouTube viewers and a panel of judges, who will choose the winning entry in accordance with these Rules. The prize(s) will be awarded to participant(s) with the highest score. See below for complete details.

1. **BINDING AGREEMENT:** In order to enter the Contest, you must agree to these Official Rules (“**Rules**”). Therefore, please read these Rules prior to entry to ensure you understand and agree. You agree that submission of a Video in the Contest constitutes agreement to these Rules. You may not submit a Video to the Contest and are not eligible to receive the prizes described in these Rules unless you agree to these Rules. These Rules form a binding legal agreement between you and the Sponsors with respect to the Contest.

2. **SPONSORS:** The Contest is sponsored by Cannes Lions International Advertising Festival, Greater London House, Hampstead Road, London, NW1 7EJ, UK (“**Cannes Lions**”), and YouTube, LLC, 901 Cherry Avenue, San Bruno, CA 94066 (“**YouTube**”); (together, the “**Sponsors**”).

3. **ELIGIBILITY:** Registered users of the YouTube website who wish to enter the Contest (each, an “**Entrant**”), you must be: (a) over 18 and under 29 at the time of entry; (b) not a resident of, Cuba, Iran, Syria, North Korea, Zimbabwe, Sudan, or Myanmar (Burma) (c) not a person or entity under U.S. export controls or sanctions; and (d) have access to the Internet as of May 15<sup>th</sup> 2009. Contest is void in Cuba, Iran, Syria, North Korea, Zimbabwe, Sudan, Myanmar (Burma), and where prohibited by law. Employees, interns, contractors, official office-holders and their immediate family members (which means parents, spouses, children, siblings, in-laws,

grandparents and grandchildren) or residents in the same household (whether legally related or not) of the Sponsors, International Advertising Festivals, Oxfam (the “**Charity**”) and their respective parent, subsidiary and affiliate companies, advertising and promotion agencies, representatives, and agents, and are ineligible to participate in this Contest. The Sponsors reserve the right to verify eligibility and to adjudicate on any dispute at any time. If you are entering as part of a company or on behalf of your employer, these rules are binding on you, individually, and/or your employer. If you are acting within the scope of your employment, as an employee, contractor, or agent of another party, you warrant that such party has full knowledge of your actions and has consented thereto, including your potential receipt of a prize. You further warrant that your actions do not violate your employer’s or company’s policies and procedures.

#### 4. CONTEST PERIOD

<b>EVENTS</b>	<b>STARTS</b> at 12:00:01 AM GMT on dates Noted	<b>ENDS</b> at 11:59:59 PM GMT on Dates Noted
<b>BRIEF RELEASED – VIDEO CREATION AND SUBMISSION PERIOD (“ENTRY PERIOD”)</b>	16 May 2009	17 May 2009
<b>VIRAL CAMPAIGN AND YOUTUBE USER VOTING PERIOD (“VIRAL PERIOD”)</b>	17 May 2009	1 June 2009
<b>JUDGING TO SELECT FINALISTS AND ALTERNATES</b>	1 June 2009	5 June 2009
<b>Winners Announced On or About 5 June 2009</b>		

The Contest begins at 12:00:01 A.M. Greenwich Mean Time (GMT) Zone in the United Kingdom on May 16<sup>th</sup> 2009 and ends at 11:59:59 P.M. GMT on May 17<sup>th</sup> 2009 (the “**Contest Period**”). **ENTRANTS ARE RESPONSIBLE FOR DETERMINING THE CORRESPONDING TIME ZONE IN THEIR RESPECTIVE JURISDICTIONS.**

5. **HOW TO ENTER:** To enter the Contest, visit the Contest website located at [www.youtube.com/canneslions](http://www.youtube.com/canneslions) (the “**Contest Site**”) during the Entry Period and create and submit one (1) original Video which follows the Video Requirements set out in Rule 5. All Videos entered will be reviewed by representatives of Cannes Lions to determine eligibility based on the Video Requirements and the Rules and only Videos that comply will be posted to the Contest Site. At the end of the Entry Period, Entrants with eligible Videos must drive traffic to their Video on the Contest Site to get that Video as many views as possible during the Viral Period. Users of the YouTube website will also be invited to vote on their favorite Videos. Following the end of the Viral Period, judging will commence in accordance with Rule 7. As part of the registration process for participation in the Contest, potential Entrants will be required to click where indicated to signify that they have read, accept, and agree to be bound by these Rules and the terms hereunder, including but not limited to the releases of liability, including the decisions of the Sponsors and the Judging Panel which are final and binding in all respects.

**LIMIT ONE (1) ENTRY PER PERSON.** Subsequent entries will be disqualified. All entries must be received by 11:59 p.m. (GMT) on May 17<sup>th</sup> 2009. Entries are void if they are in whole or part illegible, incomplete, damaged, altered, counterfeit, obtained through fraud, or late. All entries will be deemed made by the registered user of the YouTube account via which the Video is submitted at the time of entry, and potential finalists may be required to show proof of being the account holder.

6. **VIDEO REQUIREMENTS.** The Video must fit the creative brief which can be found at [www.oxfam.org.uk/canneslions](http://www.oxfam.org.uk/canneslions) (the “Brief”), include any elements defined within the Brief, and meet the following criteria:

Creative Requirements: Fulfill the Brief which can be found here: [www.oxfam.org.uk/canneslions](http://www.oxfam.org.uk/canneslions).

Technical Requirements

- *Running time for Video:* between 30 seconds to 1 minute long. If it is longer than this, only the first 60 seconds will be evaluated.
- *Language:* English. If you use any other language in the Video then you must include English subtitles.
- The Video must be uploaded to the Competition Site, in one of the following formats: MPEG, AVI, QUICKTIME, FLV, or WMF format.

Entry Requirements

By entering, Entrants residing in countries where YouTube is localized agree to comply with YouTube’s Terms of Use ([www.youtube.com/t/terms](http://www.youtube.com/t/terms)), inclusive of its Community Guidelines ([www.youtube.com/t/community\\_guidelines](http://www.youtube.com/t/community_guidelines)) and Privacy Policy ([www.youtube.com/t/privacy](http://www.youtube.com/t/privacy)) specific to their localized version, all of which are incorporated by reference into these Rules. The United States version of said terms, guidelines, and policies will be in effect for Entrants not residing in a country with a localized version of the YouTube Site. By entering, regardless of country of entry, each Entrant represents and warrants that he or she has obtained all of the rights, licences, and permissions in writing from any person who may have helped create the Video; and that his or her Video conforms to these Rules, and:

- (a) is not derogatory, offensive, threatening, defamatory, disparaging, libelous and does not contain any content that is in appropriate, indecent, sexual, profane, indecent, tortuous, slanderous, discriminatory in any way, or that promotes hatred or harm against any group or person, or otherwise does not comply with the theme and spirit of the Contest;
- (b) does not contain content, material or any element that is unlawful, or otherwise in violation of or contrary to all applicable federal, state, provincial or local laws and regulations the laws or regulations in any state where the Video is created;
- (c) other than the permitted logos from the Charity which can be found here [www.oxfam.org.uk/canneslions](http://www.oxfam.org.uk/canneslions) (the “Permitted Logos”), does not contain any content, material or element that displays any third party advertising, slogan, logo, trademark or otherwise indicates a sponsorship or endorsement by a third party, commercial entity or that is not within the spirit of the Contest, as determined by Cannes Lions, in its sole discretion;
- (d) is an original, unpublished work that does not contain, incorporate or otherwise use any content, material or element that is owned by a third party or entity other than the Permitted Logos;
- (e) it does not contain any content, element, or material that violates a third party’s publicity, privacy or intellectual property rights;
- (f) is the original work of the Entrant;
- (g) does not contain any thoughts, ideas, musical compositions, sound recordings, audio-visual works or other creative elements or intellectual property of a third party (other than the Permitted Logo);
- (h) has not previously been submitted in any competition and has not won an award or prize of any kind;
- (i) does not contain any use of the names, likenesses, photographs, or other identifying elements, in whole or in part, of any person, living, or dead without permission;
- (j) other than the Permitted Logos, does not include trademarks, logos, or copyrighted material not owned by Entrant or used without permission (including but not limited to company names, music, photographs, works of art, or images published on or in websites, television, movies, or other media) or otherwise infringe or violate the rights of any third party, including but not limited to, copyrights, trademarks, patents, trade secrets, logos,

- contract and licensing rights, rights of publicity or privacy, moral rights, or any other intellectual property rights;
- (k) does not include threats of any kind or that intimidate, harass, or bully anyone; and
  - (l) does not violate any local, state, national or international law or post any content that would encourage or provide instructions for a criminal offense;

During the Contest Period, Cannes Lions, its agents and/or the Judges (defined below) will be evaluating each Video to ensure that it does not violate the Video Requirements. While Cannes Lions, its agents and/or the Judges will make every effort to review the submitted Videos to ensure that they meet the Video Requirements, they may not be able to view every Video during the Contest Period. Thus, if a participant views a Video that it believes violate the Video Requirements, it can contact Cannes Lions at [younglionscontest@gmail.com](mailto:younglionscontest@gmail.com). The email must identify the Video at issue and explain the potential issue. The Sponsors reserve the right, in its sole discretion, to disqualify any Entrant who submits a Video that does not meet the Video Requirements.

**7. JUDGING:** On or about 2 June 2009 Cannes Lions will evaluate Videos and create a shortlist of potential "Finalists" from the Videos that have the highest overall scores based on the criteria set out below. The potential Finalists will be notified of their selection via a message to their YouTube Site user account using the YouTube Messaging System and/or email on or about 2 June 2009 and will be required to sign and properly execute a Declaration of Eligibility and Liability and Publicity Release and provide any additional information that may be required by Sponsor and return the same via email or facsimile to Cannes Lions by 12PM (noon) 4 June 2009. If a potential Finalist does not respond to the notification attempt within 2 days, then such potential Finalist will be disqualified and an alternate potential Finalist may be selected from among all eligible Videos received based on the judging criteria described in these Rules.

On or about 4 June 2009, Finalists Videos will be judged by a panel of experts, who are selected by Cannes Lions and/or International Advertising Festivals (the "**Judges**") based on the following criteria:

- Overall online footprint (based on a quantitative assessment of the Videos' YouTube viewcount, ratings, and user votes on the Contest) Site, and other online metrics) [49%]
- Overall creative execution of the Brief [51%]

Judges will evaluate and attribute a score to each Video made up of scores based upon the above-listed criteria. The two (2) Videos that receive the highest overall scores will be selected as Grand Prize Winners. In the event of any tie, a Video that received the higher score from the Judges in the category of "(b) Overall creative execution of the Brief" will be selected as one of the Grand Prize Winners. In the event a Grand Prize Winner is disqualified for any reason, the Video that received the next highest total score will be chosen as the Grand Prize Winner.

On or about 4th June 2009, the potential Grand Prize Winners will be notified via a message to their YouTube Site user account using the YouTube Messaging System and/or email, at Sponsor's discretion. If a potential Grand Prize Winner does not respond to the notification attempt within 24 hours, then such potential Grand Prize Winner will be disqualified and an alternate potential Grand Prize Winner will be selected from among the remaining Finalists based on the judging criteria described herein. In the event a potential Grand Prize Winner is disqualified for any reason, the Finalist's Video that received the next highest total score will be chosen as a Grand Prize Winner.

In the event that no Videos are received, no prize will be awarded. Determinations of Judges are final and binding. Views or ratings by any bot, automated program or similar device, solicited by payment of money or false representation or that are otherwise fraudulently generated obtained shall be discounted.

**9. PRIZES FOR GRAND PRIZE WINNERS:** The two (2) Grand Prize Winners will travel to Cannes to represent YouTube as part of a team at the Young Lions competition at the Festival. The prize for each Grand Prize Winner will include (A) a round-trip airfare (economy) for the winner to travel to Cannes, France. **COMPETITION WINNERS WHO DO NOT RESIDE IN A COUNTRY WHERE YOUTUBE IS CURRENTLY LOCALIZED WILL BE REQUIRED TO DEPART FROM AND RETURN TO AN AIRPORT IN A YOUTUBE LOCALIZED COUNTRY WHEN TRAVELLING TO FRANCE. FOR THE PURPOSE OF THIS COMPETITION, COUNTRIES IN WHICH YOUTUBE IS CURRENTLY LOCALIZED ARE AUSTRALIA, BRAZIL, CANADA, CZECH REPUBLIC, FRANCE, GERMANY, HONG KONG, INDIA, IRELAND, ISRAEL, ITALY, JAPAN, MEXICO, POLAND, RUSSIA, SOUTH KOREA, SWEDEN, NEW ZEALAND, SPAIN, THE NETHERLANDS, TAIWAN, AND THE UNITED KINGDOM).** (B) double-occupancy hotel accommodation for six (6) nights in Cannes, France; (C) a per diem of seventy five (75) euros per day to cover necessary expenses. Hotel accommodations at Sponsor's discretion. Certain black out dates apply. Grand Prize Winners are responsible for any other expenses including cost to obtain a passport or visa and any other incidental travel cost not expressly stated above, including but not limited to, ground transportation, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses. Any expense and any travel documents required for travel to/from a YouTube localized country is the responsibility of the Grand Prize Winner. Prize is not redeemable for cash. Estimated total retail value of the benefits provided to each Grand Prize Winner, in the aggregate, at the time these Rules were published is \$5,000. The ARV may be adjusted depending on the state or jurisdiction of residence of the Grand Prize Winner. No transfer, substitution or cash equivalent for prizes is allowed, except at Sponsor's sole discretion. Sponsor reserves the right to substitute a prize, in whole or in part, of equal or greater monetary value if a prize cannot be awarded, in whole or in part, as described for any reason. Value is subject to market conditions, which can fluctuate and any difference between actual market value and ARV will not be awarded. The prize may be subject to restrictions and/or licenses. The Grand Prize Winners shall bear all responsibility for use of the prize in compliance with any conditions imposed by such manufacturer(s), and any additional costs associated with its use, service, or maintenance. Sponsors have not made and Sponsors are not responsible in any manner for any warranties, representations, or guarantees, express or implied, in fact or law, relating to the prize, regarding the use, value or enjoyment of the prize, including, without limitation, its quality, mechanical condition, merchantability, or fitness for a particular purpose, with the exception of any standard manufacturer's warranty that may apply to the prize or any components thereto. All federal, state, country or other tax liabilities are the responsibility of the Grand Prize Winners. Grand Prize Winners are subject to abide by the income reporting and, if applicable, the payment of any taxes due per the laws, rules and regulations of the winners' country of residence.

**10. GENERAL CONDITIONS:** All federal, state, provincial and local laws and regulations apply. Grand Prize Winners must possess required travel documents (e.g. valid passport and visa if applicable) prior to ticketing. Once the travel schedule has been arranged, it cannot be altered and failure of a Grand Prize Winner to follow such schedule shall not obligate the Sponsors in any way to provide the Grand Prize Winner with alternate arrangements. The Sponsors reserve the right to disqualify any Entrant from the Contest if, in the Sponsors sole discretion, they reasonably believe that the Entrant has attempted to undermine the legitimate operation of the Contest by cheating, deception, or other unfair playing practices or annoys, abuses, threatens or harasses any other Entrants, viewers, the Sponsors, or the Judges.

**11. INTELLECTUAL PROPERTY RIGHTS:** As between Sponsors and the Entrant, the Entrant retains ownership of all intellectual and industrial property rights (including moral rights) in and to the Video. As a condition of entry, Entrant grants the Sponsors, as well as their subsidiaries, agents and partner companies, a perpetual, irrevocable, worldwide, royalty-free, and non-exclusive license to use, reproduce, adapt, modify, publish, distribute, publicly perform, create a derivative work from, and publicly display a Video (a) for the purposes of allowing Cannes Lions, the Judges and YouTube viewers to evaluate the Video for purposes of the Contest, and (b) in connection with advertising and promotion via communication to the public or other groups,

including, but not limited to, the right to make screenshots, animations and video clips available for promotional purposes.; without further review, notice, approval, consideration, or compensation.

13. **PRIVACY:** Entrants agree that personal data entered during the Contest shall be used by the YouTube and its associated companies in accordance with the YouTube Privacy Policy located at [www.youtube.com/t/privacy](http://www.youtube.com/t/privacy). By entering, entrants agree to the transmission, processing, sharing and storage of this personal data in the United States. If an Entrant does not provide data required at registration, that Entrant's Video will be ineligible. By accepting a prize, Entrant agrees and consents to Sponsor's and their agencies use of Entrant's name and/or likeness and Video to name the Entrant for a reasonable time after completion of the Contest in promotional and advertising material of Sponsors (or their agents) as a winner of the Contest without additional compensation, unless prohibited by law. For residents of the EU: pursuant to EU law pertaining to data collection and processing, you are informed that:

- the data controller is YouTube and the data recipients are the Sponsors, Oxfam and their agents;
- your data is collected for purposes of administration of the promotion and for marketing purposes;
- you have a right of access to and withdrawal of your personal data. You also have a right of opposition to the data collection, under certain circumstances. To exercise such right, you may write to Google Inc., Attn: YouTube Cannes Lions 48 hour ad contest, 1600 Amphitheatre Parkway, Mountain View, CA 94043.
- your personal data will be transferred to the U.S.

14. **PUBLICITY.** By accepting a prize, Entrant agrees to Sponsors and their agencies use of his or her name and/or likeness and Video for advertising and promotional purposes without additional compensation, unless prohibited by law.

15. **INDEMNITY:** To the maximum extent permitted by law, each Entrant indemnifies and agrees to keep indemnified Sponsors and their affiliates at all times from and against any liability, claims, demands, losses, damages, costs and expenses resulting from any act, default or omission of the Entrant and/or a breach of any warranty set forth in these Rules. To the maximum extent permitted by law, each Entrant agrees to defend, indemnify and hold harmless the Sponsors from and against any and all claims, actions, suits or proceedings, as well as any and all losses, liabilities, damages, costs and expenses (including reasonable attorneys fees) arising out of or accruing from (a) any Video or other material uploaded or otherwise provided by the Entrant that infringes any copyright, trademark, trade secret, trade dress, patent or other intellectual property right of any person or defames any person or violates their rights of publicity or privacy, (b) any misrepresentation made by the Entrant in connection with the Contest; (c) any non-compliance by the Entrant with these Rules; (d) claims brought by persons or entities other than the parties to these Rules arising from or related to the Entrant's involvement with the Contest; (e) acceptance, possession, misuse or use of any prize or participation in any Contest-related activity or participation in this Contest; (f) any malfunction or other problem with the Contest Site; (g) any error in the collection, processing, or retention of entry information; or (h) any typographical or other error in the printing, offering or announcement of any prize or winners.

16. **ELIMINATION:** Any false information provided within the context of the Contest by any Entrant concerning identity, mailing address, telephone number, email address, ownership of right or non-compliance with these Rules or the like may result in the immediate elimination of the Entrant from the Contest.

17. **LIMITATION OF LIABILITY:** Except where prohibited by law and to the extent that the negative consequences described below are the foreseeable result of matters within the Sponsors reasonable control and are the direct consequence of negligence or default by any of them, the Sponsors are not responsible for any incorrect or inaccurate entry of information,

human error, technical malfunction, lost/delayed data transmission, omission, interruption, deletion, defect, line failure of any telephone, computer or other network, computer equipment, software or any combination thereof, inability to access the YouTube Site, for the inability to upload or download any Contest-related materials from the YouTube Site, or for late, lost, damaged, misdirected, delayed, garbled, incorrect or incomplete Videos.

**EACH ENTRANT ACCEPTS THE CONDITIONS STATED IN THESE RULES, AGREES TO BE BOUND BY THE DECISIONS OF THE SPONSORS, WARRANTS THAT S/HE IS ELIGIBLE TO PARTICIPATE IN THIS CONTEST, AND AGREES EXCEPT TO THE EXTENT THAT ANY PERSONAL INJURY OR DEATH IS CAUSED BY THE SPONSORS NEGLIGENCE OR BREACH OF THESE RULES AND TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW THAT THE SPONSORS SHALL NOT BE RESPONSIBLE FOR ANY CLAIMS, LOSSES, LIABILITY, AND DAMAGES OF ANY KIND (INCLUDING REASONABLE ATTORNEYS' FEES AND EXPENSES), ASSERTED AGAINST ANY OF THEM, INCURRED, SUSTAINED, OR ARISING IN CONNECTION WITH THE USE, ACCEPTANCE, OR MISUSE OF ANY ENTRY MATERIAL, OR WHILE PREPARING FOR, PARTICIPATING IN, AND/OR TRAVELING TO OR FROM ANY CONTEST-RELATED ACTIVITY, INCLUDING, WITHOUT LIMITATION, ANY INJURY, DAMAGE, DEATH, LOSS, OR ACCIDENT TO PERSON OR PROPERTY, OR FROM THE RESPECTIVE ENTRANT'S BREACH OF ANY AGREEMENT OR WARRANTY ASSOCIATED WITH THE CONTEST, INCLUDING THESE RULES. ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSORS AND EACH OF THEIR LICENSEES RESERVE THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR ANY SUCH ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. NOTWITHSTANDING THE REVIEW OF ANY VIDEO BY CANNES LIONS, EACH ENTRANT UNDERSTAND AND AGREES TO BEAR SOLE LIABILITY FOR THE CONTENT OF HIS/HER VIDEO AND AGREES TO INDEMNIFY THE SPONSORS FOR ANY DAMAGES AND/OR COSTS INCURRED AS A RESULT OF A THIRD PARTY'S CLAIM OR DEMAND RELATING TO THE CONTENT OF HIS/HER VIDEO.**

**18. RIGHT TO CANCEL, MODIFY OR DISQUALIFY.** If for any reason the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, the Sponsors reserve the right at their sole discretion to cancel, terminate, modify or suspend the Contest. The Sponsors further reserve the right to disqualify any Entrant who tampers with the submission process or any other part of the Contest or Contest Site.

**19. NOT AN OFFER OR CONTRACT OF EMPLOYMENT:** Under no circumstances shall the submission of a Video into the Contest, the awarding of a prize, or anything in these Rules be construed as an offer or contract of employment with the Sponsors. You acknowledge that you have submitted your Video voluntarily and not in confidence or in trust. You acknowledge that no confidential, fiduciary, agency or other relationship or implied-in-fact contract now exists between you and the Sponsors and that no such relationship is established by your submission of a Video under these Rules.

**20. FORUM AND RECOURSE TO JUDICIAL PROCEDURES:** These Rules shall be governed by, subject to, and construed in accordance with the laws of the State of California, United States of America, excluding all conflict of law rules. If any provision(s) of these Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect. To the extent permitted by law, the rights to litigate, seek injunctive relief or make any other recourse to judicial or any other procedure in case of disputes or claims resulting from or in connection with this Contest are hereby excluded, and all Entrants expressly waive any and all such rights.

**21. Country Specific Notices:** If any provision of these Rules is invalid under the law, rules or regulations of a particular country, it will only apply to the extent permitted. In addition to the tax liability disclosures in these rules.

For Brazil: In the event a Grand Prize Winner is from Brazil, a substitute prize of equal value may be offered in compliance with Brazilian law. Entrants in Brazil agree that they are not "customers".

For Canada: For Quebec, Canada residents only, all legal requirements concerning the La Regie des Alcools des Courses et des Jeux shall apply. If a Grand Prize Winner is from Canada he or she may be required in writing to assign any copyright to the applicable Sponsor.

For Mexico: By entering the Contest, Entrants from Mexico hereby expressly agree and accept that for all that is related to the interpretation, performance and enforcement of this Rules, each of them expressly submit themselves to the laws of the United States of America and to the jurisdiction of the competent courts in the County of Santa Clara, in the State of California, United States of America, expressly waiving to any other jurisdiction that could correspond to them by virtue of their present or future domicile or by virtue of any other cause.

**22. WINNER'S LIST:** You may request a list of winners after June 10 2009 but before December 10 2009 by sending a self addressed stamped (residents of Vermont need not supply postage). envelope to:

Cannes Lions International Advertising Festival  
Greater London House  
Hampstead Road  
London  
NW1 7EJ