

## MICROSOFT BREAK INTO CODE CONTEST

### OFFICIAL RULES

#### COMMON TERMS USED IN THESE RULES:

These are the official rules that govern how the Microsoft Break Into Code Contest promotion will operate (“Contest”). In these rules, “we,” “our,” and “us” refer to Microsoft Corporation, the sponsor of this Contest. “You” refers to an eligible Contest entrant.

#### CONTEST DESCRIPTION:

This is a skill-based Contest. The object of this Contest is to create and modify a fun brick breaker video game using TouchDevelop. After completing the provided TouchDevelop tutorial, the contestant will have a working game that they will then modify and reinvent. You should be creative and imaginative, the actual concept for the modifications are up to you.

For purposes of this Contest, each TouchDevelop video game (the “game”) you create and submit in the Contest will be called an “entry.” All eligible entries received will be judged using the criteria described below to determine the winners of the prizes described below.

#### WHAT ARE THE START AND END DATES?

This Contest starts at 12:01 a.m. Greenwich Mean Time (GMT) on April 22, 2015, and ends at 11:59 p.m. (GMT) on June 7, 2015 (“Entry Period”). Entries must be received during the Entry Period to be eligible.

#### CAN I ENTER?

You are eligible to enter this Contest if you meet the following requirements at time entry:

- **You are** between 9 and 18 years of age at the time of registration and are actively enrolled as a student at an accredited educational institution that grants K-12 (or equivalent) degrees (including home schools) as of January 1, 2015; **and**
  - If you are below 13 years of age your parent or legal guardian must sign a consent form and must submit as part of the entry into this Contest;
- **You are NOT** a resident of any of the following countries: Cuba, Iran, North Korea, Sudan, and Syria.
  - **PLEASE NOTE:** U.S. export regulations prohibit the export of goods and services to Cuba, Iran, North Korea, Sudan and Syria. Therefore residents of these countries / regions are not eligible to participate.
- **You are NOT** an employee of Microsoft Corporation or an employee of a Microsoft subsidiary; **and**
- **You are NOT** involved in any part of the administration and execution of this Contest; **and**
- **You are NOT** an immediate family (parent, sibling, spouse, child) or household member of a Microsoft employee, an employee of a Microsoft subsidiary, or a person involved in any part of the administration and execution of this Contest.

This Contest is void outside the geographic area described above and wherever else prohibited by law.

#### HOW DO I ENTER?

To enter, you must do all of the following:

1. Register to compete by visiting: <https://www.imaginecup.com/breakintocode>
2. Follow the instructions on that page to access the TouchDevelop Brick Breaker tutorial and complete it
3. Modify the game with your own ideas keeping to the original concept of Brick Breaker
4. When complete, publish the game on TouchDevelop as “hidden” and copy the link provided. Instructions on publishing the game correctly can be found on the contest page at <https://www.imaginecup.com/breakintocode>
5. Visit your Imagine Cup dashboard at <https://www.imaginecup.com/dashboard> and complete the official entry form by submitting all of the required documents:
  - a. The game link from TouchDevelop
  - b. Your description of the modifications you added and any gameplay changes you made
  - c. A game video and screenshots of game (Microsoft is not responsible for providing any tools to accomplish this)
  - d. All entrants under the age of thirteen (13) must have a consent form from his/her parent or guardian to participate in the contest. You can download the consent form from <https://www.imaginecup.com/breakintocode>

By completing the registration and submitting your materials, you (or, if applicable, your parent or legal guardian) agree that your game conforms to the game Guidelines and Content/Technical Requirements defined below and that Sponsor, in its sole discretion, may remove your game and disqualify you from the Contest if it believes, in its sole discretion, that your game fails to conform to the Guidelines and Restrictions.

We will only accept one (1) entry per person.

We are not responsible for entries that we do not receive for any reason, or for entries that we receive but are not decipherable for any reason.

We will automatically disqualify:

- Any incomplete or illegible entry; **and**
- Any entries that we receive from you that are in excess of the entry limit described above; **and**
- Any entry from an entrant that requires a consent form when no consent form was submitted.

#### **WHAT CONSTITUTES AN ELIGIBLE ENTRY?**

To be eligible for judging an entry must meet the following content / technical requirements:

- Game Summary
  - Include a short description and game play instructions (500 words maximum) of the Game including its premise, and unique game play features in the "Describe your Game" section of the game submission page.
- Playable Deep Link
  - This is an URL that links to your published game on TouchDevelop.com. Instructions for getting your game’s URL can be found on <https://www.imaginecup.com/breakintocode>
- Game Design
  - The game must be designed in TouchDevelop and must expand upon the code base developed during the tutorial
  - You must not publish the game publicly, only as “hidden”
  - The Game cannot have been submitted previously in a promotion of any kind or exhibited or displayed publicly through any means except on TouchDevelop.com
- The Game Video URL is a web link to access a video recording of your game and its concept
  - It must be no longer than 3 minutes in duration
  - It should describe the game, concept and modifications
- 3 screenshots of actual gameplay should be provided

In addition:

- your entry must be your own original work as extended from the original Brick Breaker tutorial; **and**
- you must have obtained any and all consents, approvals or licenses required for you to submit your entry; **and**
- your entry may not include any third party trademarks (logos, names) or copyrighted materials (music, images, video, recognizable people). You may include Microsoft trademarks, logos, and designs, for which Microsoft grants you a limited license to use for the sole purposes of submitting an entry into this Contest.

Entries may **NOT** contain, as determined by us, in our sole and absolute discretion, any content that:

- is sexually explicit, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic;
- promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing) or a particular political agenda;
- is obscene or offensive;
- defames, misrepresents or contains disparaging remarks about other people or companies;
- contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others;
- contains copyrighted materials owned by others (including photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies, or other media);
- contains materials embodying the names, likenesses, voices, or other indicia identifying any person, (other than the member of your family or community for who you have received consent) including without limitation, celebrities and/or other public or private figures, living or dead;
- contains look-alikes of celebrities or other public or private figures, living or dead;
- communicates messages or images inconsistent with the positive images and/or good will to which we wish to associate; and/or violates any law;

We reserve the right to reject any entry, in our sole and absolute discretion, that we determine does not meet the above criteria.

#### **HOW WILL MY ENTRY BE POTENTIALLY USED?**

Other than what is set forth below, we are not claiming any ownership rights to your entry. However, by submitting your entry, you:

- are granting us an irrevocable, royalty-free, worldwide right and license to: (i) use, review, assess, test and otherwise analyze your entry and all its content **in connection with this Contest**; and (ii) feature your entry and all content **in connection with the marketing, sale, or promotion of this Contest** (including but not limited to internal and external sales meetings, conference presentations, tradeshow, and screen shots of the Contest entry in press releases) in all media (now known or later developed);
- agree to sign any necessary documentation that may be required for us and our designees to make use of the rights you granted above;
- understand and acknowledge that the Sponsor(s) may have developed or commissioned materials similar or identical to your submission and you waive any claims you may have resulting from any similarities to your entry;
- understand that we cannot control the incoming information you will disclose to our representatives in the course of entering, or what our representatives will remember about your entry. You also understand that we will not restrict work assignments of representatives who have had access to your entry. By entering this Contest, you agree that

use of information in our representatives' unaided memories in the development or deployment of our products or services does not create liability for us under this agreement or copyright or trade secret law;

- understand that you will not receive any compensation or credit for use of your entry, other than what is described in these Official Rules

Please note that following the end of this Contest your entry may be posted on a website selected by us for viewing by visitors to that website. We are not responsible for any unauthorized use of your entry by visitors to this website. While we reserve these rights, we are not obligated to use your entry for any purpose, even if it has been selected as a winning entry.

If you do not want to grant us these rights to your entry, please do not enter this Contest.

### WINNER DETERMINATION AND PRIZES

On or around the close of the Entry Period, a panel of judges will review all eligible entries received in each category and select winners of the Contest Prizes described below based upon judging criteria described below.

- Customization: How creative and extensive were your modifications beyond the tutorial of the Game? (50%)
- Production Quality: How complete is the Game including its design, functionality, and execution? (30%);
- Presentation: How clear and precise are the Game Summary, video, and screenshots of the Game? (20%)

While it is acceptable to get assistance with your project, we will only recognize one winner per project and all prize payment will be made to that winner. We will not accept team submissions.

In the event of a tie, Sponsor, in its sole discretion, will determine the Finalist. The decisions of the judges are final and binding. If we do not receive a sufficient number of entries meeting the entry requirements, we may, at our discretion, select fewer winners than the number of Contest Prizes described below.

#### Contest Prizes

9-13 Category	14-18 Category
One (1) First Prize of \$3,000	One (1) First Prize of \$3,000
One (1) Second Prize of \$2,000	One (1) Second Prize of \$2,000
One (1) Third Prize of \$1,000	One (1) Third Prize of \$1,000

The total Approximate Retail Value (ARV) of all prizes: **\$12,000**

If you are a potential winner, we will notify you by sending a message to the e-mail address, the phone number, or mailing address (if any) provided at time of entry within seven (7) days following completion of judging. If the notification that we send is returned as undeliverable, or you are otherwise unreachable for any reason, we may award to a runner-up.

If there is a dispute as to who is the potential winner, we will consider the potential winner to be the authorized account holder of the e-mail address used to enter the Contest. If you are a potential winner, we may require you to sign an Affidavit of Eligibility, Liability/Publicity Release and a W-9 tax form or W-8 BEN tax form within 10 days of notification. If you are a potential winner and you are 9 or older, but are considered a minor in your place of legal residence, we may require your parent or legal guardian to sign all required forms on your behalf. If you do not complete the required

forms as instructed and/or return the required forms within the time period listed on the winner notification message, we may disqualify you and select a runner-up.

If you are confirmed as a winner of this Contest:

- You may not exchange your prize for cash or any other merchandise or services. However, if for any reason an advertised prize is unavailable, we reserve the right to substitute a prize of equal or greater value. NOTE: for residents of Brazil exclusively, you will be awarded a gift card from a local merchant in the amount of your cash prize; **and**
- You may not designate someone else as the winner. If you are unable or unwilling to accept your prize, we may award it to a runner up; **and**
- If you accept a prize, you will be solely responsible for all applicable taxes related to accepting the prize; **and**
- If you are otherwise eligible for this Contest, but are considered a minor in your place of residence, we may award the prize to your parent/legal guardian on your behalf; **and**
- Unless otherwise noted, all prizes are subject to their manufacturer's warranty and / or terms and conditions.

We will only award one (1) prize per person.

#### **WHAT OTHER CONDITIONS AM I AGREEING TO BY ENTERING?**

By entering this Contest you agree:

- To abide by these Official Rules; **and**
- To release and hold harmless Microsoft and its respective parents, subsidiaries, affiliates, employees and agents from any and all liability or any injury, loss or damage of any kind arising from or in connection with this Contest, or any prize won; **and**
- That Microsoft's decisions will be final and binding on all matters related to this Contest; **and**
- That, by accepting a prize, Microsoft may use of your proper name and state of residence online and in print, or in any other media, in connection with this Contest, without payment or compensation to you, except where prohibited by law.

#### **WHAT LAWS GOVERN THE WAY THIS CONTEST IS EXECUTED AND ADMINISTRATED?**

This Contest will be governed by the laws of the State of Washington, and you consent to the exclusive jurisdiction and venue of the courts of the State of Washington for any disputes arising out of this Contest.

#### **WHAT IF SOMETHING UNEXPECTED HAPPENS AND THE CONTEST CAN'T RUN AS PLANNED?**

If someone cheats, or a virus, bug, catastrophic event, or any other unforeseen or unexpected event that cannot be reasonably anticipated or controlled, (also referred to as force majeure) affects the fairness and / or integrity of this Contest, we reserve the right to cancel, change or suspend this Contest. This right is reserved whether the event is due to human or technical error. If a solution cannot be found to restore the integrity of the Contest, we reserve the right to select winners from among all eligible entries received before we had to cancel, change or suspend the Contest.

If you attempt to compromise the integrity or the legitimate operation of this Contest by hacking or by cheating or committing fraud in ANY way, we may seek damages from you to the fullest extent permitted by law. Further, we may ban you from participating in any of our future Contest, so please play fairly.

#### **HOW CAN I FIND OUT WHO WON?**

We will post the names of winners online at <http://www.imaginecup.com/>. This list will remain posted for 30 days following winner announcement.

#### **WHO IS SPONSORING THIS CONTEST?**

Microsoft Corporation  
One Microsoft Way  
Redmond, WA 98052