

**MY ROGUE STORY CONTEST (“CONTEST”)  
OFFICIAL RULES**

To enter the Contest, you (“Contestant”) must agree to and abide by these official rules (“Official Rules”).

**I. TERMS OF ENTRY IN SUMMARY**

1. **NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**
2. **CONTEST IS OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA (“U.S.”) AND CANADA (EXCLUDING QUEBEC) BETWEEN THE AGES OF EIGHT (8) AND TWELVE (12) YEARS OF AGE. VOID IN QUEBEC. VOID ELSEWHERE AND WHERE PROHIBITED OR RESTRICTED BY LAW. INTERNET ACCESS AND VALID E-MAIL ADDRESS REQUIRED. SEE SECTION IV BELOW FOR MORE DETAILS.**
3. **PLEASE GET YOUR PARENT'S OR LEGAL GUARDIAN'S (“PARENT”) PERMISSION TO ENTER, AND PLEASE REFER TO SECTION 4.3 OF THE RULES FOR INFORMATION ABOUT THE REGISTRATION AND ENTRY PROCESS.**
4. **COMPLIANCE WITH OFFICIAL RULES. SPONSOR AND ADMINISTRATOR RESERVE THE RIGHT IN THEIR SOLE DISCRETION TO DISQUALIFY ANY SUBMISSION THAT DOES NOT COMPLY WITH THE OFFICIAL RULES GOVERNING SUBMISSIONS, INCLUDING, WITHOUT LIMITATION, TECHNICAL REQUIREMENTS FOR SUBMISSIONS OR ANY OTHER REQUIREMENT OF THESE OFFICIAL RULES.**

**II. DEFINED TERMS**

1. **Administrator:** LeadDog Marketing Group, Inc., 440 9<sup>th</sup> Avenue, 17<sup>th</sup> Floor, New York, NY 10001 USA (“Administrator”).
2. **Contest:** “*Rogue One: A Star Wars Story*: My Rogue Story Contest”.
3. **Entry Period:** The period between 12:00 pm Pacific Time (“P.T.”) on September 30, 2016 and 11:59 p.m. P.T. on October 21, 2016.
4. **Sponsor:** Disney Online, 500 South Buena Vista Street, Mail Code 7667, Burbank, CA 91521-7667.
5. **P.T.:** United States Pacific Time (“P.T.”) (e.g., Los Angeles time). **IMPORTANT NOTICE TO CONTESTANTS: ALL TIMES LISTED THROUGHOUT THE OFFICIAL RULES ARE IN P.T. CONTESTANTS ARE SOLELY RESPONSIBLE FOR DETERMINING THE CORRESPONDING TIME ZONE IN THEIR RESPECTIVE JURISDICTIONS.**

**III. GENERAL CONTEST OVERVIEW, PROCEDURES AND INSTRUCTIONS**

**1. CONTEST PHASES**

This Contest is being conducted in two (2) phases, as follows:

**PHASE 1 (“SUBMISSION PHASE”):**

During the Entry Period, you may compete for the chance to win the Grand Prize (see below for more details) by (a) creating your user-generated video (see Section IV. 7 for format requirements) of no more than two (2) minutes in duration in which you have created an original story pertaining to *Rogue One: A Star Wars Story* (collectively a “Video”), then (b) submitting your Video at [www.Disney.com/MyRogueStoryContest](http://www.Disney.com/MyRogueStoryContest) (the “Website”), pursuant to the instructions (“Instructions”) outlined at Section IV. 3 (How To Enter) below and posted on the Website, including completing an entry form that asks for a title and description of your Video and

acceptance of these Official Rules, the Website TOU (as defined below) and Privacy Policy (as defined below) (collectively, a "Submission"). **You may submit only one (1) Submission.** Incomplete Submissions will be disqualified. Submissions must be appropriate for audiences of any age, as determined by Sponsor in its reasonable judgment. The winner will be determined in accordance with criteria and information listed in the "Judging Phase" section below, at the sole discretion of a panel of judges appointed by the Sponsor (collectively, the "Judges").

You will be provided with an asset pack via the Website which includes Lucasfilm music ("Lucasfilm IP"), two artwork backgrounds, and as of September 30, 2016, a customized backdrop available at Disney Store locations, while supplies last, and via the Website (collectively the "Pack"), but you do not have to use the materials in the Pack in which case you may not use any other sound materials created by means other than your voice or the voice of a person in the Video. **YOU CANNOT USE ANY SOUND MATERIALS (E.G., MUSIC OR SOUNDCLIPS) OTHER THAN THE MUSIC THAT IS INCLUDED IN THE PACK. YOU MAY USE LICENSED STAR WARS™ TOYS, INCLUDING ROGUE ONE: A STAR WARS STORY TOYS AVAILABLE IN STORES AS OF SEPTEMBER 30, 2016, COSTUMES, ACCESSORIES AND CLOTHING.** Use of any such licensed merchandise is entirely optional and any such purchases will not affect the judging of your entry, which will be evaluated solely in accordance with the Judging Criteria set forth in Phase 2 below. Your Video may be live action, traditional animation, CGI, stop-motion, and/or flash animation.

When creating your Submission, please adhere to the Do's & Don'ts below and on the Website and the more detailed rules in Section IV. 4 (Rules Governing Video Content) below.

## **DO'S & DON'TS OF SUBMISSIONS**

### **Do's...**

- **Do protect yours and others' privacy.**

If you are including names in your Video, say only your first name and please don't mention anyone else's name or other personal information or include them in your Video (including appearing in or contributing to the Video) without first obtaining their written permission (or if they are a minor, the written permission of their parent/guardian).

- **Do be original.**

Feel free to put your own spin on the *Star Wars* franchise and make sure what you create is original and doesn't contain third party materials protected by copyright or other intellectual property rights.

- **Do focus on the main characters in *Rogue One: A Star Wars Story*.**

The Star Wars universe is huge – please focus your Video on *Rogue One: A Star Wars Story* and the characters that have been revealed including: Jyn Erso, Director Orson Krennic, K-2SO, Galen Erso, Darth Vader, Chirrut Imwe, Saw Gerra, Captain Cassian Andor and Mon Mothma as well as Stormtroopers.

- **Do be careful.**

Take caution when creating your Video. Make sure not to shoot any violent activities or dangerous stunts that put you and/or others at risk of getting hurt. For your safety and the safety of others, don't try any risky moves.

- **Do use sound materials from the Pack.**

If you want to use music in your Video, only use the music provided in the Pack on the Website. You may also include any sound effects that you have created yourself (i.e., bass booms that you have created) so long as they are not musical or from a recording by someone else other than yourself (including third party software or a sound device).

- **Do read the terms.**

Please ensure you read the rest of these Official Rules in full. These “Do’s and Don’ts” are simply a handy reminder of some of the main things to remember when taking part in the Contest.

- **Have fun!**

#### **Don’ts...**

- **Don’t show any brands or logos, famous landmarks, buildings, books, works of art etc.**

That means no visible/recognizable use anywhere in the Video of brands on clothes, sneakers, in the background, or other things which may be subject to third party intellectual property rights, such as (for example) famous landmarks, buildings or works of art. Please do not include any references to Star Trek®.

- **Don’t include** any names and/or likenesses of any person other than you in the Submission without first obtaining written permission (this includes not using images/voices of famous people). You will be responsible for getting written permission from any person included in your Video (or their parent/guardian in the case of minors).

- **Don’t be rude or use profanity.**

Avoid bad language, rude gestures and other inappropriate stuff.

- **Don’t use any sound materials that are not from the Pack.**

- **Don’t go too long.** 2 minutes max!

#### **Filmmaker 411**

- **Shoot in Widescreen.**

It is suggested that you hold the camera so your Video comes out wider than it is tall, like a movie screen.

- **Be Bright.**

Use sunlight, light bulbs, whatever! Shoot with lots of light coming from behind the camera and shining on your scene, the star!

- **Speak Up.**

The closer you are to the camera or separate microphone, the better your voice will sound.

- **Keep it Steady.**

Make sure your camera is on a tripod or make sure something is holding it steady.

**VIDEOS WILL NOT BE RETURNED.** YOU SHOULD RETAIN A BACK-UP COPY OF YOUR VIDEO AND ANY OTHER CONTENT YOU SUBMIT.

**PHASE 2 (“JUDGING PHASE”):**

During the period commencing at 12:00 p.m. P.T., October 24, 2016, and ending at 11:59 p.m. P.T., November 11, 2016, the Judges will score the eligible Submissions based on the following criteria ("Criteria") and will choose the winner:

**Criteria**

1. A clear grasp of animation and/or filmmaking as an art form (20%)
2. Quality of storytelling (20%)
3. Character development and character design (20%)
4. Originality (20%)
5. Overall entertainment value (20%)

**TIED ENTRIES:** In the event of a tie for a Category winner, the tie will be broken by the Judges based on the first Criteria “Overall entertainment value.” The decision of the Judges shall be final and binding.

**2. OVERVIEW OF KEY DATES AND TIMES (SEE ABOVE DEFINITION OF P.T.):**

<b>Period</b>	<b>Begin Date &amp; Time</b>	<b>End Date &amp; Time</b>
<b>ENTRY PERIOD</b>	<b>12:00 p.m. P.T. September 30, 2016</b>	<b>11:59 p.m. P.T. October 21, 2016</b>
<b>JUDGING PHASE</b>	<b>12:00 p.m. P.T. October 24, 2016</b>	<b>11:59 p.m. P.T. November 11, 2016</b>
<b>WINNER CONFIRMATION PERIOD</b>	<b>12:00 p.m. P.T. November 14, 2016</b>	<b>11:59 p.m. P.T. November 28, 2016</b>
<b>ANNOUNCEMENT OF WINNERS</b>	<b>12:00 a.m. P.T. December 5, 2016</b>	<b>11:59 p.m. P.T. December 9, 2016</b>

**IV. OTHER CONTEST TERMS IN DETAIL**

**1. ELIGIBILITY**

The Contest is open only to legal residents of the 50 United States and the District of Columbia and Canada (excluding Quebec) who are between the ages of 8 and 12 years of age. Void in Quebec. Void elsewhere and where prohibited or restricted by law. Any individuals (including but not limited to employees, consultants, independent contractors, and interns) who have, within the past six months, performed services for Sponsor, Administrator, Lucasfilm Ltd. or any other company within the Walt Disney family of companies, and any organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Contest or supplying the prizes, persons involved in the creation, development or production (including cast and crew) of *Rogue One: A Star Wars Story* movie or other content or products related to the *Star Wars* franchise and/or any related parent, subsidiary, affiliated and successor companies, and immediate family and household members of such individuals, are not eligible to participate or win any prize in the Contest. “Immediate family members” shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. “Household members” shall mean people who share the same residence at least three (3) months a year, whether related or not. Potential winners may be required to provide proof of legal residency prior to being awarded a prize.

**2. CONTEST SCHEDULE**

Please consult the overview of key dates and times above. **Submissions must be submitted between 12:00 p.m. P.T. on September 30, 2016 and 11:59 p.m. P.T. on October 21, 2016.** Sponsor's computer is the official clock for the Contest.

### 3. HOW TO ENTER (2 STEPS):

#### STEP 1 –WEBSITE REGISTRATION

**Existing Member:** As a Member of Disney.com, you may enter the Contest by logging in to the Website with your user name (“User Name”) or email address (“Address”) and password and following the instructions set forth in Step 2 below.

**Non-Member:** If you are not a Member, you may become a Member free of charge by visiting the Website and registering by providing the requested information on the registration form through the “Create Your Disney Account” section on the Website. In order to become a Member, you will be required to click where indicated to signify that you accept and agree to be bound by the terms of use located at <http://disneytermsofuse.com> (“TOU”). Upon becoming a Member and meeting the eligibility requirements of the Contest, you may enter the Contest by following the instructions below. If you are a Parent of a child under the age of 13, and your child has not previously registered, you will be sent an email notifying you of your child’s registration. No response by you to the email is required for your child to register on the Website, however, if you do not want your child to register, you must follow the instructions in the email and complete the steps required to cancel your child’s registration and delete the child’s information. It is your sole responsibility to notify Sponsor if you, as a member, change your Address. To do so, go to <https://disneyprivacycenter.com/communication-choices/>, log into your Disney.com account (from your computer only) with your User Name/Address and password, click on “Modify” and follow the instructions on how to change the Address.

Once you are logged in, you will be automatically sent back to the entry page on the Website.

#### STEP 2 – SUBMIT YOUR VIDEO

The specifications for the Video should follow these Official Rules (see in particular Section IV. 7 (Technical Requirements for submission of Videos)), including, but not limited to, ensuring the Video is no longer than two (2) minutes and is in either avi, .mov, .mp4, .mpg or .m4v formats. Please don’t try to upload a Video over 500 MB. Any Video that fails to meet Sponsor’s specifications may be disqualified. All Videos must be received during the defined Entry Period. **You may submit only one (1) Video.** If you attempt or are suspected of attempting (in the sole discretion of Sponsor) to circumvent this limitation by any means, including, but not limited to, establishing multiple Website accounts, you may be disqualified from the Contest. Any Video received after the Entry Period will be disqualified. Proof of submitting a Video does not constitute proof of receipt or entry into the Contest. While more than one (1) person may be involved in the creation of a Video, only the individual submitting the Video will be recognized as the Contestant responsible for such Video and eligible to win any prize.

Once you have created your Video, you will be instructed on the Website as to how to upload your Video. You must log into your Website account with your user name or Address and password. You will be required to click where indicated to signify that you accept and agree to be bound by the Privacy Policy (as defined below), the TOU and these Official Rules including that the decisions of the Judges and Sponsor are final and binding in all respects. In the event of any discrepancy or inconsistency between the Official Rules, the Privacy Policy and the TOU, the Official Rules shall govern in all respects. You agree, by uploading your Submission, that the Submission may be published for purposes of this Contest.

An email will then be sent to your Parent’s Address, which will instruct your Parent to click the link in the email to validate your Parent’s Address, agree to the TOU, to these Rules and the decisions of the Sponsor, which are final and binding in all respects, on behalf of himself/herself and on your behalf, and grant Sponsor permission to email your Parent’s Address regarding the

possible use in any media of any Submission submitted by you. If your Parent does not take these steps, your Submission cannot be considered for possible entry into the Contest. Once your Parent takes these steps, your Submission will be moderated for possible inclusion to be posted on the Website related to this Contest. If your Submission passes moderation and is chosen for possible inclusion on the Website related to this Contest, your Parent will receive an additional email to provide high-level verifiable consent to display the Submission on the Website or elsewhere, as required by the Children's Online Privacy Protection Act. Your Parent can provide this consent by clicking on the PayPal link in the email, signing into their PayPal account or creating a PayPal account if they do not have one, and completing a nominal PayPal transaction of one cent (\$.01). If this step is not taken, your Submission will not be eligible to be entered into the Sweepstakes or posted on the Website or elsewhere.

You agree, by uploading your Submission, that your Submission may also appear (without remuneration to you) on or at Star Wars Celebration, San Diego Comic-Con, New York Comic Con, StarWars.com, the Star Wars mobile application, Disney.com, YouTube, Twitter, Facebook, Instagram, Google+, Tumblr, Pinterest, the Disneyland Resort and Walt Disney World Parks and Resorts, and any other places and platforms as determined by Sponsor in its sole discretion. SHOULD SPONSOR CHOOSE TO POST YOUR VIDEO ON THE ABOVE-INDICATED OR ANY OTHER PLACES/PLATFORMS, HOWEVER, SUCH POSTING DOES NOT CONSTITUTE ANY REPRESENTATION BY SPONSOR THAT YOUR VIDEO HAS BEEN SELECTED AS THE PRIZE WINNER IN THE CONTEST. FOR THE AVOIDANCE OF DOUBT, ANY SUCH POSTING HAS ABSOLUTELY NO BEARING ON THE SELECTION OF THE WINNER IN THE CONTEST.

#### 4. RULES GOVERNING VIDEO CONTENT

- Videos must be submitted in English. **Contestants submitting Videos that are not in English must submit English subtitles.** Sponsor reserves the right to translate the transcript of the Video into English for review and judging purposes where subtitles are missing or, at Sponsor's reasonably exercised discretion, inadequate for judging purposes. Any English translations obtained by Sponsor to fill missing or inadequate subtitles shall be final and binding in terms of the accuracy and comprehensiveness of Sponsor's translation and Contestant agrees to participate in the Judging Phase based on the English language version prepared by Sponsor on the basis of Contestant's subtitles and/or Sponsor's translation.
- Videos must not exceed two (2) minutes in length. If a Video exceeds two (2) minutes in length, it will be disqualified.
- Other than the materials provided by Sponsor for this Contest in the Pack or licensed Star Wars™ toys, costumes, accessories and clothing, the Video must be wholly original and created and owned by you, the Contestant. The Video must not have been plagiarized or submitted in previous contests or film festivals, including any other contests related to *Go Rogue: A Star Wars Story*.
- Do NOT modify or augment any Lucasfilm IP included in the Pack.
- DO NOT depict any person (living, dead, or fictional) unless such depiction is on licensed Star Wars™ toys, costumes, accessories or clothing. Submissions may only include you and those individuals who have expressly given you permission (or their parent/guardian has given permission in the case of minors) to be included in the Video (including the videographer, if other than Contestant).
- DO NOT include any third-party trademarked or copyrighted materials (other than materials provided by Sponsor in the Pack or otherwise permitted in the Official Rules). Videos must not infringe, misappropriate, or violate the rights of any third party, including without limitation, intellectual property rights (including moral rights) or the right of privacy or publicity. Sponsor reserves the right to make a final determination on the risk of infringement.

- Videos must be suitable for public presentation. Videos MUST NOT include nudity; obscenity; pornography; offensive language, depictions of drugs, alcohol, tobacco products, or any harmful or illegal activity; material that is fraudulent, deceptive, racially offensive, sexually explicit, threatening, hateful, harassing, disparaging, libelous (including trade libel) or defaming; or include any other content that is by reasonable judgment inappropriate for this Contest or otherwise breaches these Official Rules. Sponsor reserves the right to make the final determination as to the suitability for public presentation.
- Videos must not create or imply any association or endorsement between Sponsor and any individual, entity, or products and services.
- Submissions may not be used to advertise Contestant's or any third party's product or services.
- See also the Contestant Warranties and Representations in Paragraph 8 below.

#### **5. CONTESTANT'S LICENSE FOR SPONSOR TO USE SUBMISSION**

By entering this Contest and having a chance to win the prize, you agree and represent that you grant to Sponsor a non-exclusive, sublicensable, irrevocable and royalty-free worldwide license under all copyrights, trademarks, patents, trade secrets, privacy and publicity rights and other intellectual property rights to use, reproduce, transmit, communicate to the public, print, publish, publicly display, exhibit, distribute, redistribute, copy, index, comment on, modify, adapt, translate, create derivative works based upon, publicly perform, make available and otherwise exploit your Submission, in whole or in part, in all media formats and channels now known or hereafter devised (including on third-party sites and platforms such as Facebook, YouTube and Twitter), in any number of copies and without limit as to time, manner and frequency of use, without further notice to you, with or without attribution, and without the requirement of permission from or payment to you or any other person or entity.

#### **6. SPONSOR'S LIMITED LICENSE TO CONTESTANT TO USE LUCASFILM IP**

If your Video includes, uses or features Lucasfilm IP from the Pack or licensed Star Wars™ toys, costumes, accessories and clothing, Sponsor grants you a non-exclusive license to create the Video using Lucasfilm IP or licensed Star Wars™ products for the purposes of creating a Video for this Contest only, provided that such license shall be conditioned upon your assignment to Sponsor of all rights in and to the Video (if such rights are not assigned to Sponsor, your license to create the Submission using Lucasfilm IP or licensed Star Wars™ products shall be null and void). At all times, as between Sponsor and Contestant, Sponsor shall retain all right, title and interest in the Lucasfilm IP and licensed Star Wars™ products as well as all copyrights therein; this grant of a license is not intended to transfer any ownership rights in the Lucasfilm IP or licensed Star Wars™ products or the copyrights therein. This grant of license is made contingent upon the Contestant maintaining all copyright and trademark notices included in the Lucasfilm IP in the Pack or licensed Star Wars™ toys, costumes, accessories and clothing. The licensed rights will automatically expire at the end of the Contest. Any other use of the Lucasfilm IP in the Pack or licensed Star Wars™ toys, costumes, accessories and clothing is strictly prohibited and constitutes an actionable violation of Sponsor's rights.

#### **7. TECHNICAL REQUIREMENTS FOR SUBMISSION OF VIDEOS**

- Videos must be in AVI, .MOV, .MP4, .MPG, AND .M4V file formats.
- Videos cannot exceed 500 MB in size.

- Videos MUST NOT contain any viruses, spyware, malware, bugs, or other deleterious materials that are designed to harm the functionality of a computer, a website, the Website(s) or the Contest.
- Once submitted, a Video may not be modified or supplemented by Contestant.
- If a Video is unable to be viewed by Sponsor or Administrator for any reason whatsoever outside of Sponsor's or Administrator's control, such Video will be disqualified (and Released Parties, as defined below, will not be responsible or liable for any such inability).
- Use of automated/programmed/robotic means of participation is prohibited, Submissions completed or submitted using such illicit means will be void, and the applicable Contestant may be disqualified from the Contest. Sponsor and Administrator will not be responsible for late, lost, incomplete, corrupted, inaccessible, garbled or misdirected Submissions, or for Videos not being uploaded due to a technological/programming/electronic error, malfunction or failure or for any other reason.

## **8. CONTESTANT'S WAIVERS, ACKNOWLEDGEMENTS, WARRANTIES AND REPRESENTATIONS, CONSENTS**

- **MORAL AND OTHER RIGHTS OF AUTHORS**

### **LOCAL LAWS SOMETIMES DO PROTECT AUTHORS AND LIMIT THE POSSIBILITY OF WAIVING MORAL RIGHTS.**

Except if Contestant is resident in a jurisdiction in which moral rights cannot be waived under applicable copyright law, Contestant waives any "Moral Right of Authors" (*Droit Moral*) in the Submission. Each Contestant also consents to Sponsor doing (or omitting to do) any act in respect of Contestant's Submission that may otherwise constitute an infringement of the Contestant's moral rights. Contestant further agrees, upon Sponsor's request, and without compensation, to sign any and all necessary and appropriate documents so as to effect, perfect or record the preceding grant of license rights and moral rights consent and (if necessary) to procure signatures from any third parties. Except where applicable local law provides otherwise, Contestant further expressly acknowledges that Sponsor does not owe him/her a duty of confidence (or fiduciary duty or the like) with regard to his/her Submission.

- **ACKNOWLEDGMENT OF POTENTIAL CONFLICTS WITH SUBMISSION CONTENT**

Contestant acknowledges that Sponsor has wide access to ideas, stories, designs and other literary/artistic materials submitted to it from outside sources or being developed by its own employees and that such ideas/stories/designs/literary/artistic materials may be competitive with, similar to (or even identical to) his/her Submission. Sponsor shall have no liability to Contestant in conjunction with such prior art materials.

- **CONTESTANT'S WARRANTY AS TO THIRD PARTY RIGHTS AND OTHERWISE**

Contestant warrants and represents that he/she has followed these Official Rules and that his/her Submission: (a) does not violate any law or regulation; (b) does not violate or infringe any right of any third party, including but not limited to intellectual property rights, such as but not limited to rights of copyright, trademark or patent, or rights of publicity or privacy; (c) is not defamatory, slanderous or libelous and does not portray any person in a false light; (d) is Contestant's own original work (except as permitted herein) and Contestant owns or controls all right, title and interest in the Submission, including but not limited to its copyright; (e) has not been submitted in any other competition or contest or otherwise published; (f) does not contain any virus, bugs, or other deleterious material at the time when it is submitted; (g) that the Contestant arranged for the Video to be made; and (h) that before involving them in the making of the Video, Contestant



disclosed to all other persons so involved these Official Rules and in particular the "PRIZE" section below (as well as advising such persons that the Contestant alone is participating in the Contest and will win prize(s) if the Video is determined to be a prize winner).

• **CONTESTANT'S LIMITED INDEMNIFICATION AND HOLD HARMLESS DECLARATION.**

By entering, Contestant agrees to indemnify and hold harmless Released Parties (as defined below) from any action or liability resulting from the publishing or use of his/her Submission as permitted by these Official Rules except to the extent where such action or liability is a result of a Released Party's modification, adaptation, translation, creation of a derivative work or other act for which Contestant is not responsible.

**9. SPONSOR'S DISCLAIMER**

IF ANY VIDEOS ARE POSTED ON THE WEBSITE, THE VIDEOS REPRESENT SOLELY THE VIEWS/OPINIONS OF THE CONTESTANT AND DO NOT REFLECT THE VIEWS/OPINIONS OF SPONSOR IN ANY MANNER. SPONSOR IS ACTING AS A PASSIVE CONDUIT FOR THE POSTING/PUBLICATION OF VIDEOS AND HAS NO OBLIGATION AND EXPRESSLY DISCLAIMS ANY AND ALL LIABILITY IN CONJUNCTION WITH SCREENING, MONITORING, OR REVIEWING THE CONTENT OF VIDEOS.

**10. DATA PROTECTION, PRIVACY**

Your personal data will be collected for the purposes of conducting and promoting this Contest or future similar contests. If you do not provide your personal data, you will not be able to enter the Contest. Use of personal data shall be subject to the privacy policy located at <https://disneyprivacycenter.com> ("Privacy Policy"). The Privacy Policy contains information about how a Contestant can access or correct personal information held about them or to make a privacy complaint. Please note that your personal data may be transferred to overseas recipients, including in countries such as the United States. The methods used to protect and safeguard your personal information in the event of such transfers are set out in the Privacy Policy.

**11. CONTESTANT IDENTITY DISPUTES**

In the event of any dispute concerning the identity of any Contestant, a Submission will be deemed submitted by the natural person who is the Authorized Account Holder of the e-mail address associated with the account used to enter the Contest on the Website. "**Authorized Account Holder**" is defined as the natural person who is assigned to an e-mail address by an internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

**12. PARTICIPATION VIA MOBILE/WIRELESS DEVICE**

If you are a wireless service subscriber and have a smart phone, tablet or other wireless device that allows you access to the internet, you may also enter the Contest via any of those devices during the Entry Period. **Data rates may apply to use of a mobile/wireless device for participation in the Contest, according to the terms and conditions of your service agreement with your wireless carrier.** Each wireless carrier's rate plan may vary, and Contestant should check with his/her wireless carrier prior to Contest participation so as to determine the applicability and amount of such charges. Participation via mobile/wireless device is not available on all carriers or in all areas; in addition, not all mobile/wireless devices feature the necessary functionality to participate in the Contest or may not continue to work in the event of product, software, coverage or other service changes made by one's wireless carrier.

**13. WINNER NOTIFICATION & VERIFICATION, FORFEITURE RISKS**

On or about November 14, 2016, the potential winner ("Potential Winner") will be notified by e-mail using the contact information provided by the Contestant in their Submission (the "Initial Notification"). The date of Initial Notification is subject to change at Sponsor's sole discretion.

During Initial Notification, the Potential Winner will also be provided with a written affirmation of Eligibility, Release and Indemnification, Grant of Rights, a Publicity Release, as well as any other documents Sponsor may require (including without limitation, release(s) from the Potential Winner's film crew or other persons involved in making Potential Winner's Video, if and as applicable) (collectively, "Winners Documents"), which each Potential Winner will be required to sign and return by for the purpose of winner verification and acceptance. Where possible, Sponsor will also accept Winners Documents returned by way of PDF scanned copies attached to an email. Sponsor will advise you whether such method is acceptable (depending on your country of residency) during this process.

Potential Winner will have fourteen (14) calendar days from the date of Initial Notification to respond to the Initial Notification and execute and return the Winner Documents. Execution and timely return of these items is mandatory to become a winner.

**A Contestant selected as the Potential Winner must meet the following requirements. Any failure to do so may result in disqualification by Sponsor (as determined in Sponsor's sole discretion exercised by reasonable judgment):** the Potential Winner must (A) respond to the Initial Notification and execute and return any Winners Documents within fourteen (14) calendar days from time of Initial Notification; (B) provide Sponsor with satisfactory proof of eligibility as requested by Sponsor; and (C) have complied with these Official Rules. Disqualification may be declared by Sponsor if any email notification is returned as undeliverable (or if Sponsor is unable to contact Potential Winner via phone) after three (3) attempts. If a Potential Winner is disqualified for any reason, he/she will forfeit the opportunity to receive the Grand Prize. Sponsor shall inform the Potential Winner no later than fourteen (14) calendar days from receipt of their Winners Documents whether they have passed verification and are therefore an official winner or whether they are disqualified (such decision to be at the sole discretion of the Sponsor). Sponsor shall have no liability to disqualified Contestant and Sponsor reserves the right to select an alternative winner based on the Criteria from the remaining Submissions during the Entry Period.

#### **14. PRIZE, APPROXIMATE RETAIL VALUES ("ARV")**

**Grand Prize (1 winner):** Grand Prize winner (child) will receive a 4-day/3-night trip ("Trip") for two (2) (the Grand Prize winning child [the winner] and his/her parent or legal guardian [the guest]) to San Francisco, California to attend a screening of *Rogue One: A Star Wars Story* ("Screening") where their Video will be premiered ahead of the Screening, which is currently scheduled to take place on December 12, 2016 in or around San Francisco, CA. Trip consists of round-trip coach air transportation for two (2) to San Francisco, CA from a major international airport near winner's home (of Sponsor's sole choosing); 3-nights hotel accommodations (one standard room, double occupancy) in a hotel of Sponsor's sole choice; round-trip ground transportation between San Francisco airport and hotel; round-trip ground transportation between hotel and Screening; two (2) passes to the Screening; tour of Skywalker Ranch; visit to Rancho Obi-Wan (collectively "Tour"); round-trip ground transportation between hotel and Tour; by mail, postage prepaid by Sponsor, a *Star Wars*™ Toy Prize Pack (exact items to be determined by Sponsor at its sole discretion). **ARV of each prize is \$7,000.00 (USD).** Prize pack portion of the prize will be shipped via courier delivery service directly to winner's home address within 4-6 weeks after confirmation of verification.

Actual final value of Trip may be higher or lower based on point of departure and hotel availability and cost as determined by time of purchase and travel. If Grand Prize winner lives within approximately 150 miles of San Francisco (as determined by Sponsor in its sole discretion), he/she will receive, in lieu of air transportation, round-trip ground transportation between winner's home and hotel and no additional compensation will be provided.

#### **15. ADDITIONAL PRIZE RESTRICTIONS**

**Grand Prize winner must travel on specific dates to be designated by Sponsor to coincide with the Screening, which is currently scheduled for December 12, 2016. If winner cannot travel on dates specified by Sponsor or, after travel has been booked, such Screening is postponed or delayed for any reason, winner will receive the trip to San Francisco, Tour and prize pack, but will not receive Screening portion of prize.** In such event, all travel must be completed by 6/30/17. Travel dates subject to approval by Sponsor. Screening component of prize is subject to, and Sponsor is not responsible for, changes to production schedule, production exigencies or delays, postponements or cancellation. Without limiting any other term herein, winner acknowledges and agrees that the portion of prize relating to attendance at Screening has no retail value and should such portion of the prize become unavailable for any reason, Sponsor and its agencies shall have no further obligations in that regard other than to deliver a trip to San Francisco, Tour and prize pack as detailed herein.

Winner is solely responsible for all other expenses related to trip not specified herein, including but not limited to meals, beverages, tips, taxes and hotel incidentals. Grand Prize winner and guest must travel together on specified itinerary, including same departure date, destination and return date or Grand Prize may be forfeited in its entirety. Accommodation restrictions and blackout dates may apply. All travel dates and arrangements are subject to change, availability and Sponsor's approval. Sponsor is not liable for any expenses incurred as a consequence of flight cancellation/delay. Certain documentation and requirements may be necessary for travel, such as photo identification. Grand Prize winner and his/her guest are solely responsible for any documentation and requirements and determining applicable procedures and restrictions. In addition, the parent or legal guardian of the Grand Prize winner may be required to present a valid credit card at the hotel at the time of check-in. Winner and guest must provide own transportation to and from departure airport.

Winner and his or her guest must travel together on the same itinerary and possess all required travel documents, including visas and valid passports, if and as applicable. Air transportation tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. All air transportation tickets are subject to the vagaries of flight variation, work stoppages and schedule or route changes. Prize winner will not receive cash or any other form of compensation if actual travel costs are less than the prize ARV in these Official Rules.

Grand Prize winner and/or winner's guest must follow all instructions of Sponsor relative to the Grand Prize trip. Should Grand Prize winner and/or guest fail to adhere to any such instructions or engage in unruly, obnoxious, illegal, threatening, or otherwise inappropriate behavior (as determined by Sponsor in its sole discretion), Sponsor reserves the right, without further notice or warning, to terminate the trip or other applicable experience early, in whole or in part, and send Grand Prize winner and/or winner's travel guest home and/or take other actions as Sponsor deems appropriate in its sole discretion without any liability or other obligation to winner or guest. Winner and guest must comply with the Screening and Tour's rules and regulations at all times. Failure to do so may result in forfeiture of the prize.

Any costs and incidentals not specified herein are the winner's sole responsibility. Prize is not redeemable for cash. No substitution or transfer of prize except with Sponsor's permission. Sponsor in its sole discretion may award a substitute prize or prize component of equal or greater value if advertised prize/prize component is unavailable at time of awarding for any reason. Any images of prizes/prize components in advertising are for illustrative purposes only and actual items awarded as prizes/prize components may differ from such images. Each prize must be accepted by the winner with all prize components (as described above). **All federal, state, foreign, provincial and/or local taxes are the sole responsibility of a winner's parent/legal guardian. Grand Prize winner's parent or legal guardian will receive either (i) if a U.S. resident, a 1099 tax form reflecting actual value of prize as it is valued at \$600, or (ii) if a Canadian resident, an IRS Form 1042-S. Non-U.S. Winner may be responsible for U.S. Foreign withholding tax on Grand Prize in addition to taxes levied by his/her country of residence on value of prize won.**

## 16. LIMITATIONS OF LIABILITY

Except where prohibited, Sponsor and its agencies (including Administrator) are not responsible for failed, partial or garbled computer transmissions, or for technical failures of any kind, including but not limited to human, typographical, printing or electronic malfunction, any damage caused by or relating to any downloadable content or damage of any network, hardware or software. If for any reason the Contest (in whole or in part) is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud or technical failures beyond Sponsor's control that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, Sponsor reserves the right, in its sole discretion exercised by reasonable judgment, to cancel, terminate, modify or suspend the Contest (in whole or in part) and/or disqualify any individual who tampers with (or attempts to tamper with) the entry process/operation of the Contest (or any part thereof). In such event, Sponsor shall conduct the Contest and make prize(s) available for the affected part(s) of the Contest in a manner that is fair, appropriate and consistent with the spirit of these Official Rules, as determined by Sponsor in its sole discretion exercised by reasonable judgment. Notice of cancellation/termination/modification/suspension of the Contest will be posted on the Website. Except for information that is subject to the Privacy Policy, no responsibility is assumed for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Submissions/Videos; or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail, or electronic Submissions, or Videos to be received on account of technical problems or traffic congestion on the internet or at any website, or any combination thereof, including any injury or damage to Contestant's or any other person's computer or mobile device (or data/information stored thereon) related to or resulting from participation in or downloading any materials from this Contest.

**NOTHING IN THESE OFFICIAL RULES LIMITS, EXCLUDES OR MODIFIES, OR PURPORTS TO LIMIT, EXCLUDE OR MODIFY ANY STATUTORY CONSUMER GUARANTEES OR ANY IMPLIED CONDITION OR WARRANTY THE EXCLUSION OF WHICH FROM THESE TERMS AND CONDITIONS WOULD CONTRAVENE ANY STATUTE OR CAUSE ANY PART OF THESE OFFICIAL RULES TO BE VOID (“NON-EXCLUDABLE GUARANTEES”).**

**EXCEPT FOR ANY NON-EXCLUDABLE GUARANTEES, AND THE SPONSOR'S OWN PRODUCT/SERVICE THAT MAY BE COVERED BY A WARRANTY (WITH SUCH WARRANTY BEING EXPRESSLY LIMITED TO ITS TERMS SUBJECT TO ANY NON-EXCLUDABLE GUARANTEE), SPONSOR MAKES NO WARRANTY, REPRESENTATION OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO THE USE OF ANY PRIZE (OR ANY COMPONENT OF ANY PRIZE), INCLUDING, WITHOUT LIMITATION, ITS QUALITY, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.**

## 17. ADDITIONAL CONDITIONS OF PARTICIPATION

By participating, Contestants agree to be bound by and abide by these Official Rules and the decisions of Sponsor and Administrator, which shall be final and binding in all respects. Contestants agree to the fullest extent permitted by law, to release and hold harmless Sponsor, Administrator, Lucasfilm Ltd., any or all social media platforms including, but not limited to, Facebook, Inc., Google, Inc., Twitter, Inc., Instagram LLC, Tumblr, Inc., Pinterest and each of their respective parents, subsidiaries, affiliated and successor companies, advertising and promotion agencies and prize suppliers, and each of their respective officers, directors, agents, representatives and employees, as well as each of their respective successors, representatives and assigns (collectively, the “Released Parties”) from any and all actions, claims, injury, loss or damage to person(s) or property arising in any manner, directly or indirectly, from participation in this Contest and/or acceptance, possession, receipt or use/misuse of any prize, except that the waiver does not restrict Contestant from raising claims which cannot be waived under applicable local law in the Contestant jurisdiction such as claims regarding loss of life, body injury, or claims relating to a violation of a principle, cardinal duty under the relevant legal relationship.

Contestants further agree not to knowingly damage or cause interruption of the Contest and/or prevent others from participating in the Contest. CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE OR WEBSITE OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST VIOLATES CRIMINAL OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE OR AN INDIVIDUAL OTHERWISE ATTEMPTS TO DEFRAUD SPONSOR, SPONSOR MAY DISQUALIFY ANY PARTICIPANT MAKING SUCH ATTEMPT AND SEEK DAMAGES TO THE FULLEST EXTENT OF THE LAW.

#### **18. DISPUTES**

Contestant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and, to the extent permitted by compulsory local law in Contestant's country, exclusively by the United States District Court for the Central District of California or an appropriate State Court of the U.S. State of California, with Contestant, to the extent permitted by compulsory local law in Contestant's country, expressly waiving any right of *forum non conveniens*, change of venue or the like; (b) any and all claims, judgments and awards, to the extent permitted by compulsory local law in Contestant's country, shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Contest, but in no event attorneys' fees; unless the assistance of an attorney is required by law and subject to compulsory local law in Contestant's country; and (c) under no circumstances will Contestant be permitted to obtain awards for, and Contestant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased, except where compulsory local law in Contestant's country provides otherwise. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Contestant and Sponsor in connection with the Contest shall be governed by, and construed in accordance with, the laws of the U.S. State of California, without giving effect to any choice of law or conflict of law Official Rules (whether of the U.S. State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the U.S. State of California.

#### **19. SEVERABILITY**

If any part of these Official Rules shall be declared invalid or unenforceable by a court of competent jurisdiction, it shall not affect the validity of the balance of these Official Rules. In such circumstance, the provision declared invalid/unenforceable shall be re-drafted as closely to the original provision as allowed by law, so as to give effect to Sponsor's intent.

#### **20. WINNER LIST**

For the name of the winner send an e-mail that includes the subject line: *The Rogue One: A Star Wars Story My Rogue Story Contest Winner*, to winnerslist@leaddogmarketing.com, for receipt no later than December 15, 2016

**This Contest is in no way sponsored, endorsed or administered by, or associated with Facebook, Twitter, Instagram, Tumblr, Google and/or Pinterest.**

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