

**LEGO® STAR WARS HOLIDAY CONTEST (“CONTEST”)
OFFICIAL RULES**

Lucasfilm Ltd LLC is the organizer of this competition and any and all communications regarding this competition should be addressed to Lucasfilm Ltd. LLC, 1110 Gorgas Ave, San Francisco, CA 94129, USA.

To participate in the Contest, you (“**Contestant**”) must agree to and abide by these Official Rules.

I. TERMS OF ENTRY IN SUMMARY

1. NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

2. PARTICIPATING COUNTRIES, AGE REQUIREMENTS. CONTEST IS OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA (“U.S.”), GREAT BRITAIN (ENGLAND, SCOTLAND AND WALES), AND CANADA (EXCLUDING QUEBEC) WHO ARE AT LEAST THIRTEEN (13) YEARS OF AGE AT TIME OF ENTRY. VOID IN QUEBEC, NORTHERN IRELAND 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 ENTRY PROCESS.

4. PARENTAL/GUARDIAN RESPONSIBILITY. IN ALL CASES WHERE THE TERM “CONTESTANT” IS USED, “CONTESTANT” SHALL MEAN THE INDIVIDUAL PARTICIPATING IN THE CONTEST AND HIS/HER PARENT IF INDIVIDUAL IS A MINOR IN HIS JURISDICTION OF RESIDENCE.

5. COMPLIANCE WITH OFFICIAL RULES. SPONSOR AND ADMINISTRATOR RESERVE THE RIGHT IN THEIR SOLE DISCRETION TO DISQUALIFY ANY ENTRY THAT DOES NOT COMPLY WITH THE OFFICIAL RULES GOVERNING ENTRIES, INCLUDING, WITHOUT LIMITATION, TECHNICAL REQUIREMENTS FOR ENTRIES OR ANY OTHER REQUIREMENT OF THESE OFFICIAL RULES.

II. DEFINED TERMS

1. Administrator: CSM Sports and Entertainment, Inc., 440 9th Avenue, 17th Floor, New York, NY 10001 USA (“**Administrator**”).

2. Contest: LEGO® Star Wars Holiday Contest.

3. Entry Period: The period between 7:00 am P.T. (as defined below) on December 9, 2020 and 11:59 p.m. P.T. on December 23, 2020.

4. Sponsor: Lucasfilm Ltd. LLC, 1110 Gorgas Ave, San Francisco, CA 94129, USA (“**Sponsor**”).

5. P.T.: U.S. Pacific Standard Time (“**P.T.**”) (e.g., Los Angeles time), corresponding to Coordinated Universal Time (UTC) minus eight (8) hours. For example, where the stated time is 12:00 p.m. P.T., this time corresponds to 8:00 p.m. UTC of the same day, and where the stated time is 11:59 p.m. P.T., this corresponds to 7:59 a.m. UTC in the morning of the following day. **IMPORTANT NOTICE TO CONTESTANTS: ALL TIMES LISTED THROUGHOUT THE OFFICIAL RULES ARE IN P.T. CONTESTANTS ARE SOLELY RESPONSIBLE FOR DETERMINING THE CORRESPONDING TIME IN THEIR RESPECTIVE JURISDICTIONS.**

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

Period	Begin Date & Time	End Date & Time
ENTRY PERIOD	7:00 a.m. P.T. December 9, 2020	11:59 p.m. P.T. December 23, 2020
JUDGING PERIOD	9:00 a.m. P.T. December 24, 2020	11:59 p.m. P.T. January 8, 2021
WINNER CONFIRMATION PERIOD	9:00 a.m. P.T. January 11, 2021	11:59 p.m. P.T. January 25, 2021
ANNOUNCEMENT OF WINNERS	January 2021	January 2021

IV. OTHER CONTEST TERMS IN DETAIL

- ELIGIBILITY:** The Contest is open only to legal residents of the 50 United States, and Washington, D.C., Great Britain (England, Scotland and Wales) and Canada (excluding Quebec) who are at least thirteen (13) years of age. Any individuals (including but not limited to employees, consultants, independent contractors, and interns) who have, within the past six (6) months, performed services for Sponsor, Administrator, the LEGO Group (defined for the purposes of this Contest as LEGO A/S of Billund, Denmark and its subsidiaries, including but not limited to LEGO BrickLink, Inc.), For Inspiration and Recognition of Science and Technology (“*FIRST*”), any organizations responsible for sponsoring, fulfilling, administering, advertising, or promoting the Contest and/or their respective parent, subsidiary, affiliated, and successor companies (collectively, the “**Promotion Entities**”), and immediate family and household members of such individuals, are not eligible to enter. “**Immediate family members**” shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. For clarity, persons who donate to *FIRST*, volunteer or participate on a *FIRST* team, or volunteer in conjunction with the conduct of *FIRST* events ARE eligible to enter, provided such persons are not immediate family members or household members of individuals (including but not limited to employees, consultants, independent contractors, and interns) who have, within the past six (6) months, performed services for *FIRST*. “**Household members**” shall mean people who share the same residence at least three (3) months a year, whether related or not. Void outside indicated jurisdictions and where prohibited or restricted by law.
- CONTEST SCHEDULE:** The Contest begins at 7:00 AM (noon) Pacific Standard Time (“**PT**”) on December 9, 2020 and ends at 11:59 PM PT on December 23, 2020 (“**Promotion Period**”). Administrator’s computer is the official time keeping device for this Contest. An Entry must be submitted during the Promotion Period to be eligible to win a prize. The awarding of Prizes (as defined below) is subject to the eligibility and forfeiture provisions set forth herein.
- CONTEST ENTRY:** There are two (2) ways that an eligible person may enter the Contest: (1) via Instagram or (2) via Twitter. To enter, you must also follow the official Star Wars account (@StarWars) on Instagram or Twitter (as applicable), if you do not do so already. Each eligible entry submitted during the Promotion Period, regardless of method of entry, shall be referred to herein collectively as the “**Entries**” and individually as an “**Entry**”.

To enter, you must reimagine LEGO® bricks into a Star Wars holiday-inspired build and create a “**LEGO® Star Wars Holiday Design.**”

Your LEGO® Star Wars Holiday Design may be either physical OR virtual (designed without the purchase or use of physical LEGO® bricks or other products). DO NOT SUBMIT A LEGO® STAR WARS HOLIDAY DESIGN IN BOTH PHYSICAL AND VIRTUAL FORMS.

VIRTUAL LEGO® STAR WARS HOLIDAY DESIGN

To make a virtual LEGO® Star Wars Holiday Design, you may use either the LEGO® Digital Designer or the LEGO® BrickLink Studio. Both applications are free to download and use, with the use of same being subject to the corresponding license agreement.

To build a virtual LEGO® Star Wars Holiday Design using the LEGO® Digital Designer, go to www.lego.com/en-us/ldd and click the button to download Lego Digital Designer Version 4.3.10 for Windows PC or Mac OSX. For Windows, one of the following operating systems is required: Windows XP, Windows Vista, Windows 7, Windows 8 or Window 10. For Mac, an operating system of OS X10.10 or higher is required. Please consult the website for additional system requirements for download, including RAM, graphics card and disk space.

NOTE:

- (a) Version 4.3.10 is ONLY available for use in OFF-LINE mode; and
- (b) You may experience errors wen launching Version 4.3.10, as it is no longer supported by the LEGO Group.

To build a virtual LEGO® Star Wars Holiday Design using the LEGO® BrickLink Studio, go to <https://www.bricklink.com/v3/studio/download.page> and click the button to download Studio 2.0 for Windows.7 SP1+ or higher. Studio 2.0 is also available in 32 bit, 64 bit and OS X versions. Click on the “Help Center” button for questions as to use of LEGO® BrickLink Studio.

If in virtual form, your LEGO® Star Wars Holiday Design must be created solely using the application for LEGO® Digital Designer or LEGO® BrickLink Studio.

PHYSICAL LEGO® STAR WARS HOLIDAY DESIGN

If you wish to submit your LEGO® Star Wars Holiday Design in a physical form, your LEGO® Star Wars Holiday Design must be created solely using LEGO® interlocking bricks and other LEGO® toys. (Such LEGO® toys may, but are not required to, include Star Wars and/or holiday-themed items sold by the LEGO Group.)

In creating LEGO® Star Wars Holiday Design in physical form, you must NOT modify any LEGO® brick or other product from its form as originally manufactured by the LEGO Group.

Whether in physical or virtual form, your LEGO® Star Wars Holiday Design must be inspired in some way by the Star Wars science fiction series as well as the Holiday Season of Christmas, Hanukah and Kwanzaa (a “**Theme**”).

By way of example, the inspiration may come from a character (such as, Luke Skywalker), or a scene (the duel between Luke Skywalker and Darth Vader from *Star Wars: Episode V – The Empire Strikes Back*). Your LEGO® Star Wars Holiday Design must comply with each of the Entry Requirements detailed below.

Once you have created your LEGO® Star Wars Holiday Design, you may enter the Contest by posting a single image of your LEGO® Star Wars Holiday Design to Instagram **or** Twitter (a “**Post**”). (If your LEGO® Star Wars Holiday Design is in virtual form, upload a screenshot of it). Your Post to Instagram or Twitter (as applicable) **MUST** contain the following elements:

- (i) one (1) image of your LEGO® Star Wars Holiday Design; and
- (ii) the hashtag “#LEGOSTarWarsHolidayContest” in the caption (the “**Contest Hashtag**”). Hashtag is not case-sensitive. Hashtag must be included as part of your Post in order to be eligible.

If any one other than you appears in the Post, you must obtain their prior consent. In particular, you must make them aware that they will be included in the Post with the understanding that you will submit the Post as a Contest Entry. If they are minors in their jurisdiction of residence, the consent must be provided by their parent/legal guardian.

You may include a comment as part of your Post, but this is not required nor will the inclusion of a comment in any way affect the judging of your LEGO® Star Wars Holiday Design. If you do add a comment, all uses of the term “Post” in these Official Rules (as used in conjunction with Entries) includes the accompanying comment as well. Any Post that violates the Content Guidelines (as outlined below), including but not limited to the inclusion of inappropriate content, will result in the disqualification of that Entry.

Your Post that includes both (a) the Contest Hashtag (#LEGOSTarWarsHolidayContest) and (b) an image of your LEGO® Star Wars Holiday Design will constitute an Entry into this Contest.

BY POSTING AN IMAGE OF YOUR LEGO® STAR WARS HOLIDAY DESIGN TO INSTAGRAM OR TWITTER WITH THE HASHTAG “#LEGOSTARWARSHOLIDAYCONTEST, YOU ARE INDICATING THAT YOU HAVE READ, UNDERSTOOD AND FULLY AGREE TO THESE OFFICIAL RULES. DO NOT SUBMIT A POST WITHOUT FIRST REVIEWING THESE OFFICIAL RULES.

Partial or incomplete/piecemeal Entries via Instagram or Twitter will NOT BE ACCEPTED (e.g., (i) posting an image of your LEGO® Star Wars Holiday Design but not the Contest Hashtag in your Post; (ii) posting an image of your LEGO® Star Wars Holiday Design with the Contest Hashtag in your Post but your LEGO® Star Wars Holiday Design is not themed to Star Wars).

Post must be created for the sole purpose of this Contest and must be posted by the Contestant. **Re-posts will not be accepted.** Once posted by Contestant, a Post cannot be edited, augmented or modified by Contestant. The Post should depict your LEGO® Star Wars Holiday Design without embellishment; accordingly, only limited use of photo-editing software is permitted. To be eligible for the Contest, Posts must be submitted in compliance with the format and other requirements set forth by Instagram or Twitter (as applicable).

LEGO® Star Wars Holiday Design must be created for the sole purpose of this Contest (DO NOT COPY OTHERS’ WORKS, IN WHOLE OR IN PART. YOU MUST OTHERWISE

COMPLY WITH THE CONTENT GUIDELINES BELOW AND OTHER TERMS HEREIN). Do NOT include personal information (e.g., your name, e-mail address, or phone number) as part of your LEGO® Star Wars Holiday Design or the Post. If your LEGO® Star Wars Holiday Design contains personal information, it is your sole responsibility to remove all such personal information from your LEGO® Star Wars Holiday Design (and, if applicable, the comment) before uploading your LEGO® Star Wars Holiday Design (and, if applicable, any accompanying comment) from your Instagram or Twitter account (as applicable) for the Contest.

You may only use one (1) Instagram account or one (1) Twitter account to participate in the Contest.

All Posts on Instagram must comply with the Instagram Terms of Use and Instagram Rules available at the Instagram Website. **Important note:** If your Instagram account is set to “private” or “protected mode”, your Post may not be visible to Sponsor/Administrator and may not be counted as an Entry in the Contest.

All Tweets must comply with the Twitter Terms of Service and Twitter Rules available at the Twitter Website. **Important note:** If your Twitter account is set to “private” or “protected mode”, your Tweet may not be visible to Sponsor/Administrator and may not be counted as an Entry in the Contest.

If you opt to download and/or access Instagram or Twitter via your wireless mobile device, data rates may apply for each message sent or received from your handset according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges as well as charges for wireless Internet access) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers’ rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Contest. Mobile device service may not be available in all areas. Check your phone’s capabilities for specific instructions.

If you do not have an Instagram account, you can visit <http://www.instagram.com> or download the Instagram app from the iTunes App Store or Google Play and create an Instagram account according to the instructions on the website. Creating an Instagram account is free. Please note that you must agree to comply with the Instagram Terms of Use in order to create an Instagram account.

If you do not have a Twitter account, you can visit <http://Twitter.com> or download the Twitter app from the iTunes App Store or Google Play and create a Twitter account according to the instructions on the website. Creating a Twitter account is free. Please note that you must agree to comply with the Twitter Terms of Service in order to create a Twitter account.

LIMIT ONE (1) ENTRY PER PERSON DURING THE PROMOTION PERIOD, REGARDLESS OF THE METHOD OF ENTRY. YOU MAY POST A SINGLE ENTRY DURING THE PROMOTION PERIOD EITHER ON INSTAGRAM OR TWITTER, BUT NOT ON BOTH PLATFORMS.

Entries must be manually key-stroked by the Contestant. Use of automated entry devices or programs, or entries by third parties by any method of entry, are prohibited. Entries that

do not conform to or that violate these Official Rules or are submitted in any manner other than stated in these Official Rules will be disqualified. Sponsor and Administrator will not be responsible for late, lost, incomplete, or misdirected entries or for technological, network, programming, or electronic error/failure/malfunction of any kind (including the operation of the functionality of Instagram or Twitter that prevents Sponsor and/or Administrator from accessing and properly viewing posted entries). Proof of submitting an Entry does not constitute proof of receipt or entry into the Contest. While receipt of Entry may be acknowledged (e.g., by @StarWars commenting on your post via Instagram or Twitter), this does not constitute any representation of eligibility for the Contest nor is it otherwise binding upon Sponsor or Administrator. All Entries must be submitted via a "post" on Instagram or Twitter in their entirety prior to the conclusion of the Entry Period on December 23, 2020 at 11:59:59 p.m. P.T. By entering this Contest, Contestants agree to these Official Rules and the decisions of the Administrator and Sponsor, which are binding and final in all matters relating to this Contest.

4. **CONTESTANT'S LICENSE FOR SPONSOR TO USE ENTRY:** By entering this Contest and having a chance to win a prize, you agree and represent that you grant to Sponsor and its designees a perpetual, 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, broadcast, exhibit, distribute, redistribute, copy, index, comment on, modify, adapt, translate, create derivative works based upon, publicly perform, make available and otherwise exploit your Entry, 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, Instagram, 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. You further agree upon Sponsor's request and without remuneration, to execute any documents that Sponsor may require so as to confirm, effect or record the preceding grant of rights in your Entry.
5. **SPONSOR'S LIMITED LICENSE TO CONTESTANT TO USE LUCASFILM AND THE LEGO GROUP IP:** Sponsor and the LEGO Group grant you a non-exclusive license to create the Entry using LEGO Group intellectual properties ("IP") (e.g., trademarks, copyrights, etc.) and Lucasfilm IP using officially licensed *Star Wars*™ products for the purposes of creating an Entry for this Contest only, provided that such license shall be conditioned upon your assignment to Sponsor of all rights in and to the Entry (if such rights are not assigned to Sponsor, your license to create the Entry using LEGO Group IP, Lucasfilm IP or officially 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 LEGO Group IP, Lucasfilm IP and officially 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 LEGO Group IP, Lucasfilm IP or officially 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 officially licensed *Star Wars*™ products. The licensed rights will automatically expire at the end of the Contest. Any other use of LEGO Group IP, Lucasfilm IP or officially licensed *Star Wars*™ products is strictly prohibited and constitutes an actionable violation of Sponsor's rights.
6. **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 resides in a jurisdiction in which moral rights cannot be waived under applicable copyright law, Contestant waives any “Moral Right of Authors” (*Droit Moral*) in their Entries. Contestant also consents to Sponsor doing (or omitting to do) any act in respect of Contestant’s Entry 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 contestant a duty of confidence (or fiduciary duty or the like) with regard to contestant’s Entry. Where such moral rights are, by their nature, by operation of applicable law, etc. unable to be waived, Contestant agrees never to exercise such moral rights without obtaining the prior written consent of Sponsor (which may be granted or withheld in its sole discretion and without liability of any kind), and agrees to procure the same agreement from others who may possess such rights to the Entry.

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

Contestant acknowledges that the Sponsor Entities (as such term is defined below) have wide access to ideas, stories, designs and other literary/artistic materials submitted to them from outside sources or being developed by their own employees and that such ideas/stories/designs/literary/artistic materials may be competitive with, similar to (or even identical to) contestant’s Entry. Contestant waives the right to make any and all claims or to seek injunctive relief against Sponsor, the LEGO Group and their respective parents, subsidiaries, affiliated and successor companies, and each of their respective officers, directors, agents, representatives and employees, as well as each of their respective successors, representatives, and assigns (collectively, the “**Sponsor Entities**”), arising in any manner, directly or indirectly, in connection with Contestant’s Entry, including, without limitation, any claim based on idea theft, breach of contract (whether express or implied), infringement, or any other theory. The Sponsor Entities shall have no liability to Contestant in conjunction with such materials.

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

Contestant warrants and represents that contestant has followed these Official Rules and that his/her Entry: (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 (including but not limited to any actor in any Star Wars film or production); (d) is Contestant’s own original work (except as permitted herein) and Contestant owns or controls all right, title and interest in the Entry, including but not limited to its copyright; (e) has not been submitted in any other competition or contest or otherwise published for sale; (f) does not contain any virus, bugs, or other deleterious material at the time when it is submitted; (g) that the Contestant either made the Entry him/herself or personally

arranged for the Entry to be made; and (h) that before involving them in the making of the Entry, 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 Entry is determined to be a prize winner).

- **CONTESTANT’S LIMITED INDEMNIFICATION AND HOLD HARMLESS DECLARATION.**

By entering this Contest, Contestant agrees to indemnify and hold harmless Released Parties (as defined below) from any action or liability resulting from the publishing or use of Contestant’s Entry 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 as a matter of law.

7. **SPONSOR’S DISCLAIMER:** FOR ALL ENTRIES POSTED, THE ENTRIES REPRESENT SOLELY THE VIEWS/OPINIONS OF THE CONTESTANT AND DO NOT REFLECT THE VIEWS/OPINIONS OF SPONSOR IN ANY MANNER. SPONSOR MERELY ENCOURAGED PERSONS TO POST/PUBLISH ENTRIES AND HAS NO OBLIGATION AND EXPRESSLY DISCLAIMS ANY AND ALL LIABILITY IN CONJUNCTION WITH SCREENING, MONITORING, OR REVIEWING THE CONTENT OF ENTRIES.
8. **DATA PROTECTION, PRIVACY:** Your personal information, including, without limitation, your name, address, email address, and likeness, will be collected if you enter the Contest for the purposes of conducting the Contest and administering (awarding) the Prizes. If you do not wish to provide your personal information, do not enter the Contest. Personal information will be handled in accordance with the privacy policy located at <https://disneyprivacycenter.com> (“**Privacy Policy**”). Be sure to select your region from the drop-down menu, in order to access the Privacy Policy applicable to you. Please note that your personal data may be transferred to overseas recipients (including the Sponsor’s affiliates), and such recipients may be located in the U.S., Canada and the United Kingdom.
9. **CONTESTANT IDENTITY DISPUTES:** In the event of any dispute concerning the identity of any Contestant, an Entry will be deemed submitted by the natural person who is the Authorized Account Holder of the Email associated with the account used to enter the Contest on Instagram or Twitter (as applicable). “**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.
10. **ENTRY REQUIREMENTS, LIMITATIONS & GUIDELINES:** Follow the instructions below in these Rules to create your Entry. Entries should adhere to all specifications included in these Rules. Any Entry that fails to meet the specifications in these Rules may be disqualified, as determined by Sponsor and Administrator in their sole discretion. All Entries must be received during the Entry Period.

DO’S & DON’Ts OF ENTRIES

Do's...

- **Do protect yours and others' privacy.**
Please don't include any last names or other personal information in your Entry.
- **Do depict Star Wars themes in your LEGO® Star Wars Holiday Design/Entry.**
Your Entry must depict a character/icon/scene or element inspired by Star Wars.
- **Do use only LEGO® products if creating your LEGO® Star Wars Holiday Design/Entry in physical form.**
- **Do use only LEGO® Digital Designer or LEGO® BrickLink Studio if creating your LEGO® Star Wars Holiday Design/Entry in virtual form.**
- **Do be original.**
Put your own spin on the theme you are depicting and make sure what you create is original and doesn't contain other third party materials protected by copyright or other intellectual property rights.
- **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**
Avoid visible/recognizable use of brands (other than Star Wars branded or Promotion Entities branded items).
- **Don't be rude or profane.**
Do not show rude gestures or anything inappropriate.
- **Don't modify LEGO® bricks/toys from their original form.** In making a physical LEGO® Star Wars Holiday Design, limit your creativity to the Entry itself.

CONTEST ENTRY REQUIREMENTS/LIMITATIONS:

- a. The Entry must be authorized. This means that you must have the legal right and permissions necessary to submit the Post into the Contest. By submitting the Post, you hereby represent that you have all rights necessary to submit the Entry, distribute the Post on Instagram/Twitter and any other website, and to grant to Sponsor the rights set forth herein.

- b. You must have the consent of any person who appears in your Post (including the photographer, if other than you) granting you the right to include such person in the Post and consenting to the Entry and use of the Post in the Contest and to the Post's use as set forth herein.
- c. As more fully set forth in Rule 3, any person who appears in your Post must not be an employee of the Promotion Entities, nor a household member or immediate family member of an employee of the Promotion Entities.
- d. With the exception of any Lucasfilm IP and LEGO® products (and, for LEGO® Star Wars Holiday Designs in virtual form, the application for LEGO® Digital Designer or LEGO® BrickLink Studio), the Entry must be your original work and must not infringe the copyright, trademark, privacy, publicity, or any other intellectual property right of any person or entity.
- e. The Entry must meet all specifications set forth by Sponsor in these Rules.
- f. The Entry must be static and should not be animated (i.e., no movement).
- g. As applicable to form of application for LEGO® Star Wars Holiday Design, the Entry may be presented against a background, and/or alongside props, accessories, full or partial body parts or other elements subject to any restrictions set forth in these rules, however, doing so is optional. If you do present the LEGO® Star Wars Holiday Design against a background or alongside any additional elements, all uses of the words "LEGO® Star Wars Holiday Design" in these rules include the accompanying elements as well.
- h. The Entry must be suitable for public presentation. Entry must not contain any inappropriate content, including but not limited to material that is (or promotes activities that are) abusive, harassing, threatening, an invasion of a right of privacy of another person, bigoted, hateful, racially offensive, discriminatory (based on race, sex, religion, national origin, physical disability, sexual orientation, or age), violent (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), vulgar, obscene, pornographic or otherwise sexually explicit, harmful or can reasonably be expected to harm any person or entity, profane, offensive, political/controversial, or otherwise objectionable as determined by Sponsor and/or Administrator in their sole discretion; must not contain material that is (or promote activities that are) illegal or encourage or advocate illegal activity or the discussion of illegal activities with the intent to commit them (including but not limited to Posts that are, or represent an attempt to engage in, child pornography, stalking, sexual assault, fraud, trafficking in obscene or stolen material, underage drinking, drug dealing and/or drug abuse, harassment, computer hacking, theft, or conspiracy to commit any criminal activity) or otherwise unlawful. The Entry must not violate these Rules.
- i. The Entry must not disparage the Promotion Entities, including showing any Star Wars character/element in a negative light. The Entry must not adversely affect the business reputation of Sponsor, the LEGO Group and/or any related entities of either party.

- j. You represent and warrant that: (i) you are the sole and exclusive owner of the Entry and all rights in and to the Post (except to the extent permitted under these Rules); (ii) you have the full and exclusive right, power, and authority to submit the Entry to Sponsor upon the terms and conditions set forth herein; (iii) no rights in the Entry have previously been granted to any person, firm, corporation, or other entity or otherwise exercised or exploited; (iv) the Entry has not been submitted for any other contests and it has not won any previous awards or prizes; and (v) the full use of the Entry or any part thereof will not in any way violate or infringe upon any copyright (statutory or otherwise), constitute a libel or defamation of or an invasion of the rights of privacy or publicity of, or otherwise violate or infringe upon any other personal, property or other rights of any person, firm, corporation or other entity or subject Sponsor to any costs or liability of any kind or nature whatsoever.

If Sponsor and/or Administrator believe that the Entry does not comply with these Rules or that the Entry potentially or actually infringes upon the copyright or other rights of any third party, Sponsor reserves the right in its sole discretion to disqualify the Entry and petition Instagram or Twitter (as applicable) to remove the Entry at any time. Sponsor's/Administrator's decisions regarding the Entries are final and binding and not subject to challenge or appeal.

11. **JUDGING (WINNER DETERMINATION):** Five (5) winners will be selected from among all eligible Entries received during the Entry Period through a two-stage judging process, as described below.

In the first stage, all eligible Entries received will be evaluated by a panel of judges selected by Administrator (the "**First-Round Judges**") based on the following equally weighted criteria: (a) Originality of LEGO® Star Wars Holiday Design; (b) Creativity; (c) Presentation and relevance to Star Wars; and (d) Design. The First-Round Judges will select up to ten (10) Entries with the highest weighted scores to advance to the second round of judging (each a "**Finalist**"). (However, should the First-Round Judges select fewer than ten (10) Entries as Finalists for any reason, Sponsor and Administrator shall not have any liability of any kind.) In the event of a tie, the Entry from among all such tied entries with the higher/highest score in the "Originality of LEGO® Star Wars Holiday Design" criterion will be deemed a Finalist. If there is still a tie, the Entry with the higher/highest score in the "Creativity" criterion will be named a Finalist.

In the second round, all eligible Finalists will be evaluated by a second judge or panel of judges selected by Sponsor including at least one independent judge ("**Second-Round Judges**"), who will re-score each Finalist's Entry by applying the same criteria as described above. (The First-Round Judges and Second-Round Judges are collectively referred to in these Official Rules as the "**Judges**"). The five (5) Entries with the highest score in the second-round of judging will be declared the potential winners. In the event of a tie, the Entry from among all such tied entries with the higher/highest score in the "Originality of LEGO® Star Wars Holiday Design" criterion will be deemed a potential winner. If there is still a tie, the Entry Post with the higher/highest score in the "Creativity" criterion will be named a potential winner.

Contestants understand and agree that the results of the Judges scores are in all cases confidential and proprietary information of Sponsor and, as such, will not be disclosed.

All Judges' decisions are final and binding in all matters relating to this Contest. In both rounds of judging, the Judges will take into account whether an entrant's LEGO® Star Wars Holiday Designs is in physical or virtual form. Each Contestant acknowledges that other Contestants may have created ideas and concepts that may have familiarities or similarities to that Contestant's Entry, and agrees that that Contestant will not be entitled to any compensation or right to negotiate with the Released Parties because of these familiarities or similarities.

Sponsor has wide access to ideas, stories, designs and other literary/artistic materials submitted to it by 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) the entry/image and that Sponsor shall have no liability to Contestant or any third party in conjunction therewith; and Sponsor does not have any duty of confidentiality or other fiduciary duty to Contestant relative to the Entry/image.

12. **WINNER NOTIFICATION PROCESS:** After conclusion of the Judging Period on or about January 11, 2021, potential winners will be notified by direct or private message by Sponsor (@StarWars on Twitter/Instagram) ("**Notification**"). IT IS THE SOLE RESPONSIBILITY OF CONTESTANT TO CONFIRM THAT CONTESTANT'S PRIVACY SETTINGS FOR TWITTER OR INSTAGRAM (AS APPLICABLE), ALLOW FOR SPONSOR TO NOTIFY HIM/HER VIA DIRECT MESSAGE IF CONTESTANT IS SELECTED AS A POTENTIAL WINNER. Sponsor and Administrator disclaim any liability due to direct message not being timely received (or received at all) by potential winner regardless of cause. The Notification will request that the potential Winner e-mail the Administrator at the specified e-mail address with specific personal information (e.g., full name, complete mailing address, phone number and Instagram or Twitter username, as applicable). Failure to respond to the initial verification notice within twenty-four (24) hours after notification or return of direct message as undeliverable after two (2) attempts will result in disqualification and an alternate potential winner will be selected from remaining eligible Entries received as set forth in JUDGING (WINNER DETERMINATION) above.

During Notification, potential winners may 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 (collectively, "**Winner Documents**"), which each Potential Winner will be required to sign and return by post for the purpose of winner verification and acceptance. Where possible, Sponsor will also accept Winner Documents returned by way of PDF scanned copies attached to an email. Administrator will advise potential winners whether such method is acceptable (depending on your country of residency) during this process.

Each Potential Winner will have fourteen (14) calendar days from the date of Notification to respond to the 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 a 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): a Potential Winner must (A) respond to the Notification and execute and return any Winners Documents within fourteen (14) calendar days from time of 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/Administrator is unable to contact Potential Winner via phone) after three (3) attempts. If a Potential Winner is disqualified for any reason, that potential winner will forfeit the opportunity to receive the prize. Sponsor shall inform each Potential Winner no later than fourteen (14) calendar days from receipt of their Winner 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 (as well as the other Released Parties) shall have no liability to disqualified Contestants and Sponsor reserves the right to select an alternative winner based on the Judging Criteria from the remaining eligible Entries received as set forth in JUDGING (WINNER DETERMINATION) above.

13. PRIZES AND APPROXIMATE RETAIL VALUES (“ARV”):

Grand Prize (1 winner): The Grand Prize winner will receive one (1) LEGO® Star Wars: Millennium Falcon™ playset (set number 75192). **ARV is \$799.99.**

The Grand Prize winner will also receive or may designate an individual or organization to receive one of the following five (5) *FIRST*® LEGO® League program experience prize packages, valid for the 2020-2021 or 2021-2022 *FIRST* seasons:

A: *FIRST*® LEGO® League Discover Class Pack to include materials for thirty (30) students, seven (7) STEAM Park sets, and one (1) seat for *FIRST* professional development training at a total **ARV of \$1,931.00;**

B: *FIRST*® LEGO® League Explore team registration to include season team registration fees, engineering notebooks, team meeting guides, Inspire set, and LEGO® Education WeDo 2.0 technology set at a total **ARV of \$288.00;**

C: *FIRST*® LEGO® League Explore Class Pack to include materials for thirty (30) students, seven (7) LEGO® Education WeDo 2.0 technology sets, and one (1) seat for *FIRST* professional development training at a total **ARV of \$2,318.00;**

D: *FIRST*® LEGO® League Challenge team registration to include season team registration fees, engineering notebooks, team meeting guides, Challenge set, and LEGO® MINDSTORMS® EV3 robot set at a total **ARV of \$796.00;**

E: *FIRST*® LEGO® League Challenge Class Pack to include a class pack for up to 30 students comprised of administrator guide, meeting guides, engineering notebooks, Challenge kit, 2019-2020 participation fee, up to five (5) LEGO MINDSTORMS EV3 robot kits, and one (1) seat for *FIRST* professional development training, total **ARV of up to \$3,575.00;**

Total ARV of Grand Prize: is up to \$4,374.99.

The FIRST® LEGO® League program experience is a component of the Grand Prize and may be utilized by the winner or transferred by the winner to an applicable individual or organization designated by the Grand Prize winner. Upon determination of the Grand Prize winner, FIRST will work with the Grand Prize winner to determine an appropriate prize package based on the five (5) options

available. For clarity, at all times the selection of the FIRST® LEGO® League program experience is ultimately the Grand Prize winner's choice. The Grand Prize winner must sign documentation accepting the prize component or transfer of the prize. If the Grand Prize winner is a minor, the prize must be accepted or transferred by the winner's legal parent or guardian. In the event a prize package is not available in the winner's country, a substitute of equal or greater value will be provided.

If Grand Prize winner does not wish to use the FIRST component of prize him/herself or transfer the FIRST component of prize to someone else for any reason, the winner's sole recourse is to forfeit this prize component. In case of forfeiture, the entire liability of Sponsor and the LEGO Group shall consist of award of the LEGO® Star Wars: Millennium Falcon playset.

Runner-up Prize (4 winners): Each Runner-up Prize winner will receive a LEGO® Star Wars Prize pack consisting of: one (1) LEGO® Star Wars: The Mandalorian The Child Collectible Buildable Toy Model (set number 75318), one (1) LEGO® Star Wars: The Razor Crest (set number 75292), one (1) LEGO® Star Wars: Poe Dameron's X-wing Fighter™ (set number 75273), one (1) LEGO® Star Wars AT-AT™ (set number 75288), and one (1) LEGO® Star Wars Sith Tie Fighter™ (set number 75272). **ARV of Runner-up Prize is \$539.91.**

Total ARV of prizes: up to \$6,534.63.

LIMIT: ONE (1) PRIZE PER PERSON/FAMILY/HOUSEHOLD DURING PROMOTION Prizes will only be delivered to a street address in the fifty (50) United States, Washington, D.C., Great Britain (England, Scotland and Wales), or Canada (excluding Quebec). For *FIRST* component of Grand Prize, registration and participation in the *FIRST*® LEGO® League is subject to the terms and conditions of *FIRST* accessible via the "Legal Notices" button on the home page of www.firstlegoleague.org. Prizes are not redeemable for cash or transferable (with the sole exception of the *FIRST* component of Grand Prize, as discussed above). No substitutions allowed, except Sponsor reserves the right to substitute prize with a prize of equal or greater value if prize is unavailable for any reason. Any images of or relating to prizes in advertising are for illustrative purposes only and actual items awarded as prizes may differ from such images for various reasons, including due to compliance with manufacturer's safety standards (which may vary depending on winner's country of residence); and Sponsor, Administrator and *FIRST* disclaim any and all liability in conjunction therewith. All federal, state, local and other taxes are the sole responsibility of each Winner, whether levied by the United States or any other jurisdiction (as applicable), including withholding and sales/use/value added taxes levied by any jurisdictions (if and as applicable). **The preceding includes the FIRST component of Grand Prize even if the winner chooses to transfer such prize component to another person or entity (if Grand Prize winner does not wish to be responsible for payment of taxes in conjunction with the FIRST component of Grand Prize, he/she may decline such prize component. In such case, no alternate prize will or compensation will be awarded). Non-residents of California are subject to the California withholding tax of 7% of the Prize value, when applicable. Each Winner agrees to provide to Sponsor/Administrator with Winner's personal information as required for Sponsor/Administrator to report the prize award to each applicable taxing jurisdiction and to assist Sponsor/Administrator in any such reporting of the prize award.**

- 14. 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. (The preceding includes but is not limited any filtering by or operation of the Instagram or Twitter social media platforms.) 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 prizes available for 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 Sponsor's Instagram and Twitter accounts (@StarWars). 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, Entries; 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 Entries 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 OFFICIAL RULES 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 AND THE LEGO GROUP'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.

- 15. 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, the LEGO Group, *FIRST*, Administrator, Facebook, Inc., Twitter, Inc., 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 (a) which cannot be waived under applicable local law in the Contestant jurisdiction such as claims regarding loss of life, bodily injury, or claims relating to a violation of a principle, cardinal duty under the relevant legal relationship or (b) that are for loss and damage to the extent caused by a Released Party.

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 CONTESTANT MAKING SUCH ATTEMPT AND SEEK DAMAGES TO THE FULLEST EXTENT OF THE LAW.

16. **DISPUTES:** Except where prohibited, 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 U.S. 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.
17. **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.

18. **WINNERS' LIST:** For the names of the Winners, send an email to winnerslist@csm.com with "LEGO Star Wars Holiday Contest Winners" in the subject line, for receipt no later than January 31, 2021 at 12:00 pm PT.

This Contest is in no way sponsored, endorsed, administered by, or associated with Instagram or Twitter.