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## e-Mark U Trust - Competition rules

Published by Newsroom Editor on 03/07/2014



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Competition rules of the e\_Mark U Trust Competition available in all EU languages

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## Competition rules

There are no rules in art and very few ones in the "e-Mark U Trust" competition. But before getting started, please read the following competition rules carefully. Please also see the specifications.

These rules have been developed taking into consideration best practices in organising competitions.

1. You must be a student registered at a higher educational institution for art or design including disciplines such as fine arts, graphic design, visual communication, media design or a related discipline. You can also participate if you have just graduated from one of the abovementioned courses in 2014.
2. You must be an EU resident and your educational institution must be based in one of the 28 EU Member States. You must be able to provide proof that you are enrolled at an educational institution in the EU.
3. You must be over 18 years old.
4. You can only submit one single logo as your competition entry.
5. You should keep all copies of all material submitted as entries will not be returned.

6. You must submit your design before the deadline on 15 September 2014, midnight Central European Time. No entries will be accepted after the closing date.
7. You will certify on the entry form that your logo is the result of your personal creativity, is solely your own work and that copyrights of others have not been infringed. You certify that you have not used any work of third parties, like photos or design-elements that have not been made or designed by yourself.
8. You must register for the competition by completing the official entry form.
9. By submitting your logo you agree that the logo may be used for presentation in events and media related to the logo competition free of charge for an unlimited time. This could be the presentation in printed documents, like a book or leaflet, the presentation at an exhibition, on websites, videos, DVD or television. Besides this right of usage, all other copyrights will remain with you, unless you win (see next point).
10. If you win the "e-Mark U Trust" competition, your logo will be used many times. In this case, you agree to the transfer all copyrights in the logo to the European Union, represented by the European Commission, accordant to the "Assignment Agreement". You also agree that the above mentioned transfer of rights will be further formalised by the signing of an assignment agreement with the European Union.

## **Transfer of rights if you win**

If your logo wins the "e-Mark U Trust" Competition, your logo could be visible on thousands of websites. Only trust services that comply with the European Union's legal requirements will be allowed to bear the logo. This also means that no one else will be allowed to use the logo and the usage is solely subject to the particular European laws. This even includes you, as the creator of the logo. So, if you win, you agree to transfer to the European Union, represented by the European Commission, all rights in the logo, such as, but not limited to:

- All exclusive and transferable rights to use, publish, advertise, copy, modify, alter and reproduce the logo in any possible (commercial and non-commercial) way must be transferred to the EU. The exclusive right means that no other person will be allowed to use the logo, including you.
- The transferred rights are not restricted by time, region or to a specific type of usage. It also includes the right to transfer the rights to third persons and to grant sublicenses as well as the right to use the logo in any media, including TV, internet, radio, the press, all printed advertising media, CD/DVD or all other data-carriers, for merchandising and to be printed on all kinds of objects, packages and documents.
- As far as it is allowed by the law, the Entrant also transfers eventually undiscovered rights to the EU. This may become relevant in the future, if a new way of usage will be discovered, as the internet was in the 1990's.
- The EU shall also have the right to modify and change the logo, to undertake a professional redesign, to create different versions of the logo with regards to colour, size, format, resolution and all other attributes without any limitation.
- The EU shall have the right to use the logo as described above, but there shall also be no obligation to use the logo.

Moreover, if you win, you agree that the transfer of rights referred to above will be further formalised by the signing of an assignment agreement with the European Union.

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