

You Name it! Official Competition Rules

Definitions

“Entry” means a name created by the Entrant for this Competition.

“Entrant” means the individual that offers the Entry under the terms of this Competition.

Eligibility

The Competition is open to everyone except employees of the European institutions and their direct family members.

How to Enter

1. Entries must be submitted via the form on the web site of the Competition: <http://ec.europa.eu/research/younameit>. See the Submission Guidelines below for further information.
2. Entries must conform to the Submission Guidelines set out below. Entries which fail to do so will be rejected.
3. The deadline for Entries is midnight (one minute after 23:59) on 10 May 2011, Central European Summer Time (UTC + 2).
4. All entries will be automatically registered in a database and acknowledged immediately after entry; however, we cannot be responsible for entries or responses which may be lost.
5. There is no fee to enter the Competition.

Submission Guidelines

The purpose of the Competition is to create a catchy name for the next EU research and innovation programme! The new programme will support researchers and innovators in Europe, boost excellence and ensure that good ideas reach the market and generate real economic growth and new jobs. This needs to be reflected in a name.

The name should:

- reflect the new policy context, be easily associated with both research and innovation, and represent these two concepts in a straightforward manner.
- be original: it should have a unique identity and be checked against other possible uses or meanings (especially in the case of acronyms).
- be memorable and easy to pronounce and spell.
- be understandable in and/or translate well into all the official languages of the EU.
- be long-lasting, since it would become a brand name.

Prize

The winning name will be announced by Commissioner Geoghegan-Quinn at the conference concluding the current consultation on the Common Strategic Framework, on 10 June 2011 in Brussels. The person who first suggested the winning name via the Competition web site (<http://ec.europa.eu/research/younameit>) will get an expenses-paid trip to the European Innovation Convention, which will take place in Brussels at the end of this year, and he or she will meet the Commissioner and other leading political, scientific and business figures.

Judging and Selection of Winner

1. An international jury (see below) chaired by Robert-Jan Smits, the Director-General of the European Commission's Research and Innovation DG, will select the best three Entries. Their decision will be final. No further correspondence shall be entered into. These Entries will be put to a public vote on the competition web site (<http://ec.europa.eu/research/younameit>).
2. The European Commission reserves the right not to select a winner if, in its sole discretion, no suitable entries are received and approved by the jury.
3. European Commission reserves the right to disqualify any Entrant or Entry at its sole discretion. No correspondence shall be entered into.
4. Accepting the prize constitutes permission for the European Commission to make public and otherwise use the winner's name for publicity purposes.

Jury

The jury members are as follows:

- Mr. Massimo Busuoli, head of the Brussels office of the Italian National Agency for New Technologies, Energy and Sustainable Economic Development (ENEA), Brussels, Belgium
- Frank Gannon, Director and CEO, Queensland Institute of Medical Research (QIMR), Brisbane, Australia
- Eric Hollander, Creative Director, AIR agency, expert in branding/communication, Brussels, Belgium
- Anne L'Huillier, European Research Council grantee, Professor in the atomic physics division of the University of Lund, L'Oréal-Unesco prize winner 2011, Lund, Sweden
- Anna Innamorati, President of McCann Company (Rome office), expert in branding/communication, Rome, Italy
- Carmen Vela, Manager Director at INGENASA, an innovative biotechnology SME, Madrid, Spain

Intellectual Property

1. Entrants declare to have made every effort to ensure that their Entry is original, not already in use, has not been registered by a third party as a trade mark, and that it does

not infringe on the rights of any third party, including trade mark, copyright and related rights.

Upon submitting an Entry, the Entrants are deemed to have agreed and acknowledged that their Entries may be used freely by the European Union and any of its Institutions. For this end, the Entrant agrees to transfer all right and title they possess over the Entry to the European Union. The winning Entrant will be required to sign an assignment agreement with the European Union, transferring all rights associated with the Entry, including ownership, to the European Union to the fullest extent permitted by law. The European Union reserves the right to perform relevant intellectual property and trademark searches to verify that the winning Entry is indeed free of third party rights. Entries which are found to constitute a breach of third party rights will be disqualified.

Acceptance

Participation constitutes the Entrant's full and unconditional agreement to and acceptance of these Official Rules. By participating in the Competition, the Entrant is representing and warranting that he/she has read and understood, and agrees to be bound by, these rules. Including the guides and rules referred to herein, these Official Rules constitute the entire agreement between the Entrant and European Union in relation to the Competition. They govern the Entrant's participation and supersede any prior or other agreements between the Entrant and European Union and relating to the Competition.