

Multi-Site LEGO® Bionicle® *Battle for the Gold Mask* Competition - OFFICIAL RULES

NO PURCHASE NECESSARY. MANY WILL ENTER; FEW WILL WIN A PRIZE.

Overview

To celebrate the coming relaunch of LEGO® Bionicle®, The LEGO Group is teaming up with BZPower, RusBionicle, Bionifigs, Pockyland, EuroBricks and our own LEGO ReBrick to conduct an epic building competition where the winner from each site will go head-to-head for the grand prize of a 14k gold Bionicle mask! We invite you to build the baddest villain you can imagine! The winner on each site will win a set of the 6 new Bionicle heroes, signed by the designer. 2nd prize on each site will be 3 sets and 3rd prize will be one set.

The competition will begin October 20, 2014, 12 p.m. CEST and ends December 1, 2014, 12 p.m. CET. If you're not sure what time zone you're in, here's a [time zone converter](http://www.timeanddate.com/worldclock/converter.html) (<http://www.timeanddate.com/worldclock/converter.html>)

How to enter

To enter, you have to create a villain using a minimum of 75% LEGO® Construction/Technic bricks and no more than 25% System bricks. You submit photos of your villain to the site where you wish to enter. It is allowed to submit your creation to multiple sites. It is also allowed to submit multiple entries. You may build in LDD, but we will only accept rendered versions of the LDD files.

You must be a member of the site on which you enter and you must sign up according to the individual terms and conditions of that site.

Entries cannot be revised or altered once submitted, so give us your very best photography right from the start.

How to win

Anyone can submit multiple entries to the challenge, but only one (1) entry per person will be considered when the final winners are selected.

Each site will have 5 semi-finalists. These semi-finalists will be chosen from all entries by a jury of judges, including one representative from each community. These semi-finalist judges are:

Sara Moore, LEGO ReBrick.com
Alexander (VBBN), EuroBricks
Eddy (Exo 6), Le Club Bionifigs
Rack, Pockyland
tahu_nuva, RusBionicle
Black Six, BZPower

All semi-finalists will be sent for judging by the LEGO jury, which will choose first, second and third place winners for each site. . The LEGO Group reserves the right to add additional submissions of their choosing from each site. Then, from among the first place winners on each site, the LEGO jury will choose the overall winner. The jury will consist of Lead Designer for Bionicle Cerim Manovi, Assistant Marketing Manager Kari Vinther Nielsen and Junior Designer Nicolaas Vás.

The winning entries will be judged by the jury upon:

- Overall coolness and creativity
- Inspired originality
- Uniqueness
- Creative use of parts

We want you to make your villain as amazing as possible. However, you need to consider the following when creating your villain:

- Villains containing or depicting contemporary military vehicles or weapons will not be eligible for the competition
- Villains containing defamatory or degrading elements will not be eligible for the competition
- Copies of/or in other ways infringements relating to any existing third party property or any other intellectual property right will not be eligible for the competition
- Use of any toy parts not produced by the LEGO Group will result in your villain being disqualified
- Entry villains should show your creation only, and should not show recognizable features of any person or any commercial product other than LEGO Products
- Entries that are obscene, vulgar, sexually explicit, pornographic, lewd, derogatory, inappropriate, or otherwise not in good taste, as determined by the LEGO Group in their sole discretion, will not be eligible for the competition
- You can enter something you've published elsewhere before the start of the contest, but we encourage you to build a new MOC worthy of a gold mask
- Entries must not contain LEGO elements which have been modified from their original form (this includes painted elements)
- Your entry must be least 75% Construction/Technic and a maximum of 25% System elements
- Any cheating or harassment of other participants will result in disqualification from the competition
- Entries must be made by the user submitting the entry

The judging will begin December 1, 2014 and the winners will be announced on each site before December 25, and the overall grand prizewinner of the gold mask will be announced by January 12, 2015. The odds of winning will depend on the skill and talent of the entrant, and on the number of eligible contest entries received during each contest period.

The winners on each site and the overall winner will be contacted directly by The LEGO Group and TLG will provide the prizes for all sites.

The original, long-form rules which reside on LEGO ReBrick are the official rules and will supersede all other versions of the rules found on any of the participating sites.

Prize Details

Prizes will be awarded as follows:

On each site:

- 1st prize – 6 new Bionicle heroes, signed by the designer
- 2nd prize – 3 selected Bionicle heroes
- 3rd prize – 1 selected Bionicle hero

The overall winner, chosen from among the 6 winners. will receive a unique 14 karat gold Bionicle mask, only available through this competition.

Who May Participate

The Competition is international and open to entrants worldwide, except as noted below, who are 13 years of age or older at the time their Entry is submitted. The Challenge is not open to residents of Cuba, Iran, North Korea, Myanmar/Burma, Zimbabwe, Sudan, Syria, any other U.S. sanctioned country and where prohibited or restricted by law. The Competition is not open to residents of the Canadian province of Quebec.

Employees, officers, and directors of the LEGO Group of Companies, and their affiliates, subsidiaries, advertising and promotion agencies, and immediate family members and/or those living in the same household, are not eligible to participate.

Intellectual property rights

By entering this competition you accept that the ownership and all intellectual property rights to your entry are

automatically awarded and transferred to LEGO System A/S, Aastvej 1, 7190 Billund, Denmark without any limitations.

You will not receive any payment for the transfer of your entry or any intellectual property rights, nor will you receive any payment for any products that may be sold in connection hereto.

The LEGO Group can use the entry and any intellectual rights deriving from the creations without any limitations via all forms of media now known or hereafter devised (including on [http://www. ReBrick.LEGO.com](http://www.ReBrick.LEGO.com)), worldwide, in perpetuity, without notice to you and without compensation.

Data Protection

Personal data relating to entrants will be used only for the purpose of this competition unless otherwise clearly stated and accepted by you and will be processed by LEGO System A/S as data controller.

By entering the Competition, you explicitly confirm that you consent to your personal data being held and used by the LEGO Group in accordance with our Privacy Policy, which can be found at <http://aboutus.lego.com/enus/corporate/privacypolicy.aspx>

The LEGO Group is defined as LEGO System A/S and its subsidiaries as described on <http://aboutus.LEGO.com/en-us/lego-group/>

General Terms and Conditions

Prizes are non-transferable and there are no cash alternatives. Any applicable taxes, governmental fees, and other expenses resulting from the prize are the sole responsibility of the Prize Winner unless otherwise stated. The LEGO Group reserves the right to substitute a prize of equal or greater value in the unlikely event that it becomes impractical to award the stated prize. All potential winners will be contacted directly by the LEGO Group no later than 14 days after the first day of the month following the Challenge Period. The prizes will be shipped no later than 6 - 8 weeks after the winner is announced. The winner is deemed to have received the prize on the day it was shipped.

All entry materials become the property of the LEGO Group and will not be acknowledged or returned. False, harmful and/or deceptive entries or acts shall render entrants ineligible.

By entering, each entrant agrees to be bound by these Official Rules and the decisions of the judges, which are final. Entrants who reserve the right, in their sole discretion, to substitute a prize of equal or greater value, if any prize, or any portion of any prize, will not be eligible for the competition.

Entrants agree to release, discharge and hold harmless the LEGO Group, its directors, officers, employees and assigns, harmless from and against any and all liability and damages associated with or arising out of an entrant's participation in this Competition.

In order to be certified as the Official Winner, the selected Winner, must complete and return an Affidavit of Eligibility, Prize Selection and Acceptance, and Release of Liability form co-signed by the parent or legal guardian, if under 18, of the Winner.

Any Winner who does not return the properly completed documentation within ten (10) days of transmittal will be declared ineligible, and an alternate Winner will be selected.

Any Winner who declines to accept a prize, has violated any of these Official Rules, does not respond to the award notification within the specified time, or is found to be ineligible will be disqualified and an alternative Winner shall be chosen.

All prizes to be awarded. In no case will more than the stated number of prizes be awarded.

The top prize on each site has a maximum total estimated price value \$120 retail and the overall grand prize 14k gold

mask has a value of \$2,000.

The LEGO Group reserves the right to alter, amend or close this Competition if necessary. The LEGO Group reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Competition or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. The use of any device or computer software program to automate the entry process is prohibited.

The LEGO Group is not responsible for any incorrect or inaccurate entry information; human error; typographical or transcription error; technical malfunctions; failures, omission, interruption, deletion, or defect of any telephone network computer online systems, computer equipment, servers, providers, or software, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this competitions; inability to access any web site, theft, tampering, destruction, or unauthorized access to, or alteration of entries; or transactions that are processed late or incorrectly or are incomplete or lost due to computer or electronic malfunction or traffic congestion on the Internet or on any web site, or printing or other errors.

Identity of the LEGO Group

This Competition is sponsored by LEGO System A/S, Aastvej 1, 7190 Billund, Denmark.

Jurisdictional and venue issues

These rules are governed by and construed in accordance with the laws of Denmark, without giving effect to any principles of conflicts of law. You agree that any action at law or in equity arising out of or relating to these rules must be filed, and that venue properly lies, only in Denmark, and you hereby consent and submit to the personal jurisdiction of such courts for the purposes of litigating any such action.

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