



Back-to-School Create a Character Contest

Create your own Fast ForWord Character! Win a Flip Camera or Gift Card

Who Can Enter?

- The Scientific Learning Back-to-School Create a Character Contest ("Contest") is open to any teacher, other educator, or student over the age of 5 (with their parents' permission). All entrants must be resident in the United States or Canada (excluding Quebec). Students under 13 must enter by mail (not email; see below for details).
- This Contest is sponsored by Scientific Learning Corporation ("Sponsor"), 300 Frank H. Ogawa Plaza, Suite 600, Oakland, CA 94612. Employees, officers, directors, agents, or representatives of Sponsor, its subsidiaries or Sponsor's promotion and advertising agencies, holders of more than 1% of the shares of any of those entities; and the immediate family or household members of any of those persons are not eligible.
- No purchase is required for entry.
- Only one entry per person.

What are the prizes?

- One (1) Grand Prize: flip camera valued at approximately \$150
- One (1) Second Prize: \$25 Amazon.com gift card
- One (1) Third Prize: \$25 Amazon.com gift card



No prize substitution is allowed except at the discretion of Sponsor. If the specified prize cannot be awarded due to circumstances beyond the control of Sponsor, a substitute prize of equal or greater retail value may be awarded. Prizes will be awarded, subject to the limitations stated in these official rules.

What should my entry include?

- Send us a written description of a new Fast ForWord character. Consider including a name, a physical description, where the character would live, what it would do and eat, and any other information that you think we should know about the character. Pictures of the character are encouraged, but not required. Animations should not be submitted. Make sure that what you send is clear and legible.
- What you send us (the "Submission") must be your original work and you must have all rights and permissions that you may need to send it to us and to grant us the rights stated below.



How do I enter?

- Send a completed and signed entry form and your Submission by regular mail to:
Create a Character Contest
Scientific Learning Corporation
300 Frank H. Ogawa Plaza, Suite 600
Oakland, CA 94612
- Entrants 13 and over may also send their completed and signed entry forms and submissions by email to cgajowski@scilearn.com. Entrants under 13 may not enter via email, only by regular mail.

Deadlines

The Contest begins on August 26, 2010 and ends at 5 PM Pacific Time on November 1, 2010 (the "Entry Deadline"). All Submissions must be received by Sponsor no later than the Entry Deadline.

Other Submission Requirements

Submissions must be in English. No Submission may describe or depict a harmful or illegal activity or substance, or offensive subject matter as determined in the sole discretion of Sponsor. No Submission shall portray Sponsor in a negative light. The content of the Submission must not be subject to the rights of any third parties, other than Sponsor's and/or its licensors. Submissions may not promote third party products or services, or incorporate third party intellectual property, including, but not limited to images, characters, names and trademarks. The Submission must be positive in nature, and may not be offensive or otherwise unsuitable for use, as determined in Sponsors sole discretion. Any submission of robotic, automatic, or programmed entries, or any entries submitted through other unapproved methods are void. Sponsor reserves the right to exclude any Submission that doesn't meet the above requirements. Sponsor shall not be responsible for reviewing Submissions that are illegible or unreadable for any reason.

Grant of Rights

As a condition of receiving any prize, all entrants that are awarded any prize hereby grant Sponsor a non-exclusive irrevocable worldwide license to use, reproduce, publish and publicly display each winning Submission and its contents (and summaries, excerpts and edited versions thereof) in any and all media throughout the world, in perpetuity, for any purpose whatsoever, without any additional compensation, the term of which shall be the entire life of the copyright.

Judging

Judging will be done in up to two rounds, between November 2 and November 22, 2010. The winners will be announced on or before November 23, 2010.

Each Submission will be judged on a 100-point scale as follows:

- Creativity and uniqueness (50 points)
- Engagement and humor (50 points)

Round One: If there are more than 10 entries, the first round of judging will consist of a review and scoring of all Submissions based on the criteria above. The 5 entries receiving the highest scores in Round One will be deemed finalists. In the event of ties, the tied Submissions will be rescored until the tie is broken.

Round Two: The finalists from Round One (or if there is no Round One, all Submissions) will be reviewed and scored using the above-referenced criteria. The Submissions that receive the highest, next highest and third highest scores will be deemed the grand, second and third prize winners respectively. In the event of ties, the tied Submissions will be rescored until the tie is broken.

Conditions

The Contest is subject to these Official Rules. By participating, entrants agree: (i) to be bound by these complete Official Rules and the decisions of Sponsor which shall be final and binding; and (ii) to waive any right to claim ambiguity in the Contest or these Official Rules, except where prohibited by law. By accepting a prize, an entrant agrees to release Sponsor, together with its directors, employees, officers, licensees, licensors and agents, and respective advertising and promotion entities and any person or entity associated with the production, judging, or administration of the Contest, (collectively, the Releasees) from any and all liability, loss or damage arising from or in connection with awarding, receipt and/or use or misuse of a prize or participation in any prize-related activities. Should Sponsor receive 10 or fewer entries by the Entry Deadline, Sponsor may, in its sole discretion, postpone the Entry Deadline for up to 15 calendar days, cancel the Contest or proceed with judging. Sponsor reserves the right to cancel or suspend the Contest, in its sole discretion, due to circumstances beyond its control, including natural disasters. Sponsor may, in its sole discretion, cancel, modify or suspend the Contest should a virus, bug, computer problem, unauthorized intervention or other causes beyond Sponsor's control, corrupt the administration, security or proper play of the Contest. Sponsor may prohibit an entrant from participating in the Contest or winning a prize if, in its sole discretion, it determines such entrant is attempting to undermine the legitimate operation of the Contest by cheating, deception, or any other unfair playing practices of intending to annoy, abuse, threaten, undermine or harass any other players or Sponsor representatives. Disputes regarding these Official Rules and/or this Contest will be governed by the internal laws of the State of California. In the event that Sponsor cancels the Contest, all entrants who have submitted a completed submission on or before the cancellation date, will receive a \$15.00 gift card to a retailer selected by Sponsor or prize of equal or greater value.

Taxes

If any, are the sole responsibility of the entrant receiving a prize or gift, and entrants may be issued an IRS Form 1099 for the approximate retail value of any awarded prize. This Contest is void outside the US and Canada (the Contest is also void in Quebec), and where prohibited or restricted by law, and subject to applicable federal, state, provincial and local laws.

Privacy

All personal information collected by Sponsor will be used only for administration of the Contest, except as may be otherwise provided in the entry form, and in accordance with Sponsor's privacy policy. Any questions regarding privacy matters should be directed to the address set out below. Please refer to Sponsor's privacy policy located at <http://www.scilearn.com/legal/privacypolicy/index.php> for important information regarding the collection, use and disclosure of personal information by Sponsor.

Official Rules

For a copy of these Official Rules, save this pdf. to your computer or send your request in a self-addressed, stamped envelope (VT and Canadian residents need not affix return postage) to: Create a Character Contest, Scientific Learning Corporation, 300 Frank H. Ogawa Plaza, Suite 600, Oakland, CA 94612. Request must be received by October 29, 2010.

For more information contact:

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