

INVENTION CHALLENGE: TOYS FOR PETS CHALLENGE RULES

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The Challenge

Your challenge is to design a new toy for a cat or dog ("Toy Design"). Please submit a name for your pet toy, up to two images of your design (e.g., sketch, 3D model, or a photo of a hand-built prototype), and a written summary limited to 200 words or less that explains your toy. Consider the following when making your design:

- **Cat/Dog:** Is your toy for a cat or dog?
- **\$20 Price Point:** When designing your pet toy, keep in mind that it should sell for \$20 (or less) to consumers.
- **Pet Toy Category:** There are many different types of pet toys. Will you design a squeaky? A plush, chew, or rope toy? A combination of ideas or something totally new?
- **Safety:** Safety for pets is essential! There should be nothing in your toy that could injure a cat or a dog. No electronics, wires, or batteries.
- **Entertainment:** What is the purpose of your toy? What makes it stand out? Why do you think this will be every pet owners' new favorite pet toy?

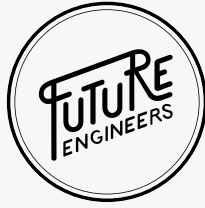
Five Finalists' Toy prototypes will be selected from all entries submitted based on the judging criteria in the Challenge Rules. Selected Finalists will be required to assign all rights to their Toy Design to the Sponsor. Finalists will have a virtual final interview with Challenge judges, from which one Finalists' Toy Design will be selected based on the judging criteria in the Challenge Rules and the results of the final interview to be the winner of the \$5000 Grand Prize. The Grand Prize winning Toy Design may (in Sponsor's sole and absolute discretion) also have the opportunity to be submitted by the Sponsor to potential manufacturers for the prospect, but without obligation, of manufacturing the winning Toy Design for sale to consumers, with the goal of benefiting STEM education. Your participation in this Challenge is governed not only by these Challenge Rules BUT ALSO by the [GENERAL RULES](#), which are incorporated herein.

Who Can Enter

Legal residents of the United States who are registered students in grades second through eighth grade attending a public, private, or home school in the United States (including U.S. Territories or Possessions and schools operated by the U.S. for the children of American personnel overseas) are eligible to enter (eligible "Participants"). Children of employees of Future Engineers LLC ("Sponsor"), Multipet International, Inc. ("Challenge Party"), and their immediate family members (spouse, parent, child, sibling, partners, and their respective spouses, and foster and step-relations) regardless of where they reside, or those living in the employee's same household (whether or not related) are not eligible to enter or win a prize.



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Privacy Rules

Submissions will be reviewed for eligibility, compliance, privacy, and student safety prior to being displayed in the gallery. Entries that moderators find not to be compliant, for example that contain personal information may (but without obligation) be flagged for resubmission (or rejected if after the deadline).

- **NO NAMES OF PEOPLE!** Do not write your full name or anyone else's full name in your entry. Factually referencing significant figures (e.g., a historical or present-day scientist, engineer, or astronaut) in your entry is OK.
- **NO CONTACT INFO!** Do not submit an address, email address, phone number, or any combination of information that could be used to identify or contact a student.
- **NO SCHOOL NAMES!** Do not submit your school name in your submission.
- **NO FACES!** Don't include the face of yourself or others in your entry. (Pet faces are allowed.)

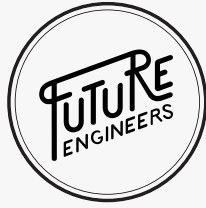
Submission Criteria

Submissions that violate the Rules will be ineligible to win and may be flagged for resubmission.

- Your Submission Must Include:
 - A TOY NAME
 - UP TO TWO IMAGES OF YOUR ORIGINAL DOG OR CAT TOY DESIGN (e.g., sketch, 3D model, or a photo of a hand-built prototype)
 - Max 3MB each; JPG/JPEG, PNG, BMP, GIF or SVG
 - A WRITTEN SUMMARY IN 200 WORDS OR LESS THAT DESCRIBES YOUR TOY DESIGN
- Do not upload content that infringes on the rights of others. Referencing common trade names factually in your description is OK.
- Keep it G-rated! No inappropriate content (as determined by Sponsor in its sole discretion).
- ONE eligible entry per student. Team entries are NOT allowed. You may edit your submitted entry, but your last version of the submitted entry before the deadline will be judged.
- Your entry must be original to YOU and must be designed by YOU. The toy design, toy name, and text description must be the **student's** own creative, original work by YOU. The toy design, toy name, and text description must be the student's own creative, original work.
- Your entry must not contain copyrighted material, plagiarized text, or AI-generated content.
- Your entry must not contain URLs that link to external sites, files, or videos such as Google Docs or YouTube. Citing general sources such as "NASA.gov" or "Space.com" is ok if it is intended to identify a source, but you may not provide additional external content that expands your entry materials.



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Judging Criteria

The Judging Panel will score all eligible FINALIST entries based on the following Judging Criteria:



40 POINTS

Entertainment Value: The likelihood of your Toy Design to entertain a cat or dog

20 POINTS

Creativity: Originality of your Toy Design

40 POINTS

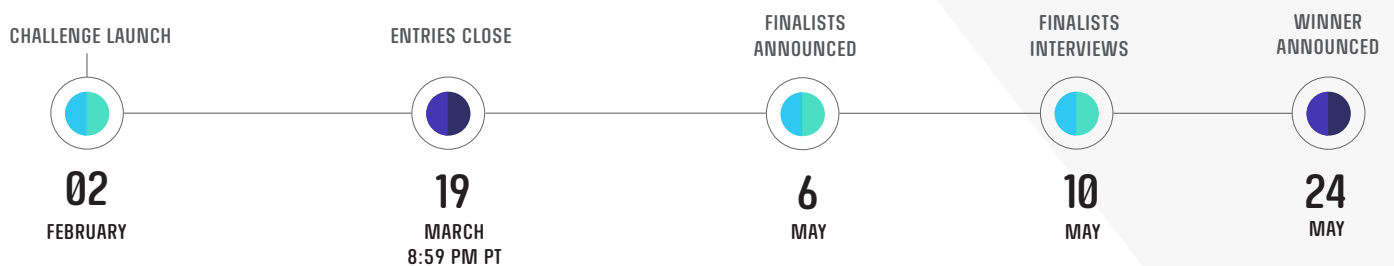
Manufacturability: Feasibility of your Toy Design to be adapted for manufacture as a safe pet toy that can be sold to consumers for a price point of \$20 or less

Tie Break

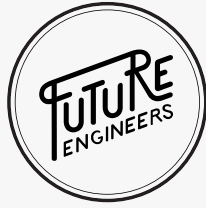
In the event of a tie at any stage of judging, the tie will be broken (amongst those tied entries) with the highest score in the 'Entertainment Value' category. If a second tie-break is needed, the tie will be broken (amongst those tied entries) with the highest score in the 'Manufacturability' category.

Program Dates

All entries must be received by: March 19, 2024, 8:59pm Pacific Time. Parent consent must be received by the time requested, otherwise entry will be disqualified, and Participant will be ineligible to win. It is anticipated that Challenge dates/deadlines will be on or about as follows; however, all dates may be subject to change due to necessity of the circumstances, as determined by Sponsor in its sole and absolute discretion:



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Finalist and Grand Prize Winner Selection

All eligible entries will be judged in accordance with the Judging Criteria herein to select five potential finalists, who, subject to eligibility and compliance with the Rules, will be announced in accordance with these Rules ("Finalists"). Once verified, Finalists will then undergo a final interview (only applicable in the final judging round) which will generally consist of an online virtual interview, where Finalists present their proposed Toy Design to a panel of judges and then answer questions from the judges ("final interview"). One Grand Prize winner will be selected based on the highest combined score amongst all Finalists in accordance with the judging criteria herein and on the results of the final interview.

Future Engineers reserves the right to: (i) select fewer Finalists (if there are not enough eligible entries received), (ii) to select more Finalists, or (iii) to award additional prizes (except for the Grand Prize), or (iv) not award a prize, or to disqualify any Participant/entry at any time (and require immediate prize return, if applicable) if it determines or suspects that Participant/entry is ineligible, incomplete, non-compliant, or that awarding the prize to any such Participant might bring the Sponsor or any other of the Challenge Parties into public disrepute, scandal or contempt. If a Finalist and/or winner is disqualified for any reason, Sponsor reserves the absolute right to award the respective prize to an alternate-- even if the disqualified Participant has already been announced.

Finalist and Grand Prize



Finalist Prizes (5):

Five Finalists will receive a \$500 prize, awarded as a check.



Grand Prize (1):

The Grand Prize winner will receive a total \$5000 in this challenge (which includes the \$500 Finalist prize), awarded as a check. In addition, the Grand Prize winning Toy Design may (in Sponsor's sole and absolute discretion) also have the opportunity to be submitted by the Sponsor to potential manufacturers for the prospect, but without obligation, of manufacturing the winning Toy Design for sale to consumers to benefit STEM education.

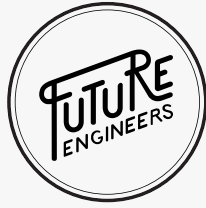
Ownership and Licensing

By Entering:

Students retain ownership of their entry and grant Future Engineers and Mulpet International a license to use and display their entry to administer and promote this challenge, including the display of your entry in a moderated public gallery. Please refer to the [GENERAL RULES](#) and [TERMS OF SERVICE](#) for details. Depiction in the gallery shall not be deemed a representation of an entries' ranking, score, or eligibility for the Challenge.



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Ownership and Licensing Continued

If You Become a Potential Finalist:

In addition to the rights granted to the Sponsor pursuant to the General Rules, by participating in this Challenge selected Finalists will be assigning their entries to Sponsor: By participating in the Toy Pet Challenge, if selected as one of the top five (5) potential Finalists, the Participant, or if a minor, Participant's Parent/legal Guardian, understand and agree: (i) all right, title and interest in and to Participant's entire Challenge entry and all parts thereof, including both the Toy Design, text and all ideas, results and proceeds, and content therein, become the property of Sponsor, (ii) Sponsor will have the ability but without any obligation to, among other things, produce, use, commercially exploit and make derivatives of Participant's entry, in whole or in part, including enhancing, modifying or editing it, for any purpose, in any manner or medium now or hereafter known through-out the world, (iii) no attribution or compensation (except for the awarding of the prizes as provided in these Rules) will be provided, and (iv) various written Release Documents (defined below) will be provided to potential Finalists which must all be properly signed before potential Finalist will be verified and able to further compete in the Challenge.

Potential Winner Notification

The potential Finalists' or if a minor their parent or legal guardian will be notified via email and will be required to sign and return additional documents by a specified time, which may include: Affidavit (or Declaration, as determined by Sponsor) of Eligibility, Liability and, where legal, Publicity Release and an Assignment Agreement ("Release Documents").

If any prize, prize notification, email or other communication is returned as undeliverable, or if a potential winner (at any level) cannot be reached after a maximum of two (2) attempts by email or phone, refuses the prize, or fails to properly sign and return all releases within the time period requested, or if a potential Semifinalist/Finalist or their entry is found to be ineligible, the potential Semifinalist/Finalist may be disqualified. The next highest scoring entry (for the applicable prize level) may be notified, time permitting.

Sponsor and Challenge Parties:

Sponsor: Future Engineers LLC

Challenge Parties: Multipet International, Inc.



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