

## Road to Blizzcon 2015

### Blizzard Entertainment Cosplay Contest- RULES

#### Article 1: Place of the Contest

The Company Blizzard Entertainment S.A.S, located at 145 rue Yves le Coz, 78000 Versailles, France, and operating under the commercial name of Blizzard (“**Blizzard**”) is organizing a cosplay contest (the “**Contest**”). The Contest will take place during the “European Road to BlizzCon Championships” that will take place at the O2 Arena, in Prague, Czech Republic from October 3<sup>rd</sup> to October 4<sup>th</sup> 2015 (the “**Event**”).

#### Article 2: Eligibility

The Contest is open to individuals aged 13 or more (minors under 16 must have parental authorization – presence of the parent is required during the Contest), except Blizzard's personnel and their family, affiliates or business partners, (“**Entrants**” or “**Entrant**”), who have a ticket for the Event.

#### Article 3: Failures

Failure to observe these “Cosplay contest” rules (the “**Terms**”) stated here will lead to the nullification of the participation in the Contest.

#### Article 4: Entering the Contest

To enter the Contest, Entrants have to dress up, as described in this Article 4, and show up for a picture at the Cosplayer photo booth that can be found at the southern entrance of the venue, near the community corner, before 14:00 (CEST) on Saturday, October 3<sup>rd</sup> 2015.

Qualified Entrants must be dressed up in a Blizzard franchise themed cosplay and should not wear another brand costumes. Entrants hereby warrant that information submitted to enter the Contest is information that they have the right to use for this Contest. The Entrant’s identity must be proved by a national identity card or an equal document.

It is understood that tickets to the Event shall not be reimbursed or paid by Blizzard, and that this Contest is opened for participation to individuals willing to attend the Event, and should not be considered as an incentive to attend.

#### Article 5: Contest Process

Entrants have to create and model an original costume taking its design and theme from any Blizzard game.

The Entrant’s picture will be uploaded on 2015 European Road to BlizzCon Instagram® page and winners will be selected through a public vote running through Instagram.

From October 3<sup>rd</sup>, 16:00 (CEST) to October 4<sup>th</sup>, 18:00 (CEST), Instagram users will vote for their favorite costumes to determine the Top 5 winners (the “**Top 5 Winners**”).

The Top 5 Winners will be announced on October 4<sup>th</sup>, 2015 at 18:30 (CEST).

#### **Article 6: Prizing**

- a) **The Top 5 Winners.** The Top 5 Winners selected will be awarded the following prize:
- The 1<sup>st</sup> place Winner will win prizes valued at approximately 2500 €
  - The 2<sup>nd</sup> place Winner will win prizes valued at approximately 600 €
  - The 3<sup>rd</sup> place Winner will win prizes valued at approximately 400 €
  - The 4<sup>th</sup> place Winner will win prizes valued at approximately 300 €
  - The 5<sup>th</sup> place Winner will win prizes valued at approximately 250 €
- b) **Entrants.** At the end of the Contest, each Entrant will receive a “Blizzard Autograph book” (~€ 11.00 value)
- c) **Voters.** After the Contest, voters will have the chance to win “Hearthstone®: Heroes of Warcraft™” card pack. One hundred (100) winners will be selected randomly from among the voters to receive a Hearthstone card pack (~€ 1.00 value). Random winners will be warned and provided with their prize through private message on their Instagram account within 1 (one) month.

To receive their prizes, the Top 5 Winners must present themselves to the Cosplayer photo booth on October 4<sup>th</sup> between 18:30 and 19:00 (CEST).

No exchange of the prize worth against money, another prize, object or service different from a prize eventually won by an Entrant will be accepted. Prizes unclaimed will be forfeited.

#### **Article 7: Collection of information**

Entrant’s name will be collected during the Contest and used as a caption for the Instagram pictures.

Each Entrant grants Blizzard permission to use the information she/he is providing according to this Rules. Each Entrant benefits from the right to access and modify her/his personal information according to the “Informatique et Libertés” law, of the 6th of January 1978 and its later amendments, and according to the European directive number 95/46/CE

#### **Article 8: Warranty and Indemnification**

Entrants hereby warrant and represent that the costumes submitted to enter the Contest do not violate, misappropriate or infringe any copyright, trademark or other proprietary or personal rights of any other person or entity. Entrants hereby absolve Blizzard of any responsibility or liability arising from costumes used or and/or information submitted. Entrants shall also indemnify and hold harmless Blizzard from and against all liabilities, claims, damages or judgments resulting from or

arising out of the infringement or any copyright, trade name or libel or defamation or invasion of the right of privacy.

#### **Article 8: Responsibility**

In case of circumstances outside Blizzard's control, in a fortuitous case, or under exceptional circumstances (fire, flood, natural disaster, malevolent intrusion in the IT system, strike, jeopardize of the financial and technical viability of the Contest etc.), even in the case of its own responsibility (subject to its good faith), Blizzard retains the right to cancel the whole or part of the Contest. The present Contest will be cancelled in case circumstances outside Blizzard's control, without the Entrants or a Winner being able to claim any form of compensation.

Blizzard retains the right to exclude entry to the present Contest any individual having cheated, deceived, faked or disturbed the operations stated in this Terms. Blizzard retains the right to sue any individual having cheated, deceived, faked or disturbed the operations stated in this Terms, or tried to do so. A Winner having disturbed the Contest in any of the ways described in the present Terms will be rightfully denied the right to claim any prize. Any addition or amendment to these Terms will be announced on the Internet. They will be considered appendices to the present Terms.

#### **Article 9: Grant of license**

By participating in the Contest, Entrants hereby grant to Blizzard, a non-exclusive, worldwide, royalty free and unlimited license to make publicly available the photographs which Entrants submitted to Blizzard in association with Blizzard's Contest on its websites ("**Licensed Materials**"), including, but not limited to [www.blizzard.com](http://www.blizzard.com) and [eu.battle.net](http://eu.battle.net), for commercial, business, and trade purposes, as well as for advertising and/or publicity purposes. Additionally, Entrants hereby agree and acknowledge that Blizzard may, in its sole discretion, display the Licenses Material, in whole or in part on its websites/s.

#### **Article 10: Image authorization**

Blizzard is allowed to reproduce and use your full name, country of residence, age, personal photograph, Contest participation video and picture footage and interview (hereinafter the "**Elements**"). You hereby authorize Blizzard to reproduce, digitize, adapt, diffuse, represent and communicate the Elements on any media relative to the Blizzard's interactive games (the "**Product**") as:

Press releases, press conferences and press kits (audio and visual) of the Product by Blizzard relatively to its communication with the general and specialized (multimedia editions, general public computer science, family dedicated newspapers) press, provided that the Elements shall be reproduced and communicated in whole or in part by the aforementioned press.

The authorization hereby granted is free of charge, worldwide and for an undetermined term (or at least for the exploitation term of the Product and of the range to which it belongs). It is expressly understood that Blizzard shall not make use of any of your eventual observation and image in a manner that could harm your reputation.

**Article 11: Applicable laws**

The Contest and these Official rules are governed, construed and interpreted under the laws of France. Entrants agree to be bound by these Official Rules.

In case of litigation, only tribunals in the country of French Blizzard Office will have jurisdiction.