

Rules of the promotion “Ideas for Obama”

Who is calling? Global ideas4all

Who may participate? Any private person of age or legal entity registered under www.ideas4all.com, excluding the company’s employees and their families.

Where from? This is a global contest. All entries from all over the world, in any official language, are admitted.

What is the promotion about: The user in this promotion has the option to get two type of presents:

1. Presents in cash at the end of the promotional period, to the ideas with more positive votes that answer the challenge “Do you have an idea for Obama?”, and that fulfill the conditions.
2. 3 weekly surprise presents, awarded by ideas4all judgment, and without ideas4all previously announcing the reasons why it is awarding the presents.

Dates of the promotion:

- Promotion “Ideas for Obama”, from February 10th to March 31st 2009.
- Promotion “Surprise”, from March 5th to 31st 2009.

Ideas4all reserves the right to extend or to shorten these dates.

Actions by participants, to participate in the cash presents at the end of the promotion: Included in this promotion are all the ideas that are entered in ideas4all.com by all of the registered users during the promotional period, with the following limitations:

1. The only ideas that participate in the promotion are those proposed for “President Obama”, that have been entered from the specific space in the home site and in the page that explains this promotion, this means, from the button at the home “Do you have an idea for Obama? Post it” (http://www.ideas4all.com/ideas/new?hot_subject=4) or from the button “Do you have an idea for Obama? Post it” that you can find in the page explaining the promotion (http://www.ideas4all.com/promotions/obama_enero09)
2. Only ideas complying with the rules of the community, shown in the web of Ideas4All, will participate.
3. Only original ideas enter the contest. That means, that all the following ideas will be excluded:
 1. Ideas built on ideas that already exist
 2. Ideas translated from ideas that already exist in ideas4all
 3. Copies or duplicates of ideas that already exist
 4. Ideas that are not original, and propose products or services that exist already, and have been implemented in the market
 5. Thoughts or reflections that do not propose an original idea
4. The ideas must be reasonable proposals that have a chance to be implemented. Ideas4all reserves the right to exclude from the promotion any idea that does not fulfill these requirements.
5. The two first gifts will be awarded to the two ideas “for Obama” that obtain the most positive votes, and that have no report abuse considered valid by ideas4all, at the time of the awarding. The two second gifts will be awarded to the two ideas “for Obama” that have been expressed in video, that obtain the most positive votes, and that have no report abuse considered valid by ideas4all, at the time of the awarding. The video has to be an original video recorded by the user that posts the idea, this means,

that videos created previously or from other authors will not be valid. The video may be as simple as the user explaining his idea in front of the camera. Also, the user, by means of accepting these rules, guarantees that the video is not against the image, property or intellectual rights of any third party, and recognizes being the only responsible of the content of such video. The two third gifts will be awarded to the two ideas "for Obama" that have been expressed in one or several illustrations, that obtain the most positive votes, and that have no report abuse considered valid by ideas4all, at the time of the awarding. The illustration may be one or several, and they must be original from the user that posts the idea, this means, illustrations created previously or belonging to other authors will not be valid. Also, the users, by means of accepting these rules, guarantees that the illustration or illustrations are not against the image, property or intellectual rights of any third party, and recognizes being the only responsible of the content of such illustrations.

6. The video and the illustrations will have to be uploaded from the buttons or tools offered at the ideas4all website for this purpose, at the time of posting the idea. If done by other means, the idea will not be registered as an idea containing a video or as an idea containing illustrations, and therefore will not participate in these categories.
7. To participate in the contest, the ideas must contain at least one tag
8. To participate in the promotion, the profile of the user that introduces an idea must contain an avatar or picture.
9. A user could be awarded the first gift together with the second, if his or her idea is both the most voted among all the participants, and has an original video. Also a user could be awarded the first gift and the third if his or her idea is both the most voted among all the participants, and has original illustrations. A user cannot be awarded the three gifts. Neither can a user be awarded gifts in the same category, this means, both first gifts, or both second gifts, or both third gifts. In the case that the two most voted ideas from one category belong to the same user, he or she will be awarded one of the gifts of that category, and the other will be awarded to the next most voted idea that belongs to another user.
10. In the case of a tie in positive votes among more than two ideas among the two most voted, the gift will be awarded with a draw.
11. The ideas posted by the users are the ones entering the contest, not the users themselves. So the more ideas the user posts, the higher his chance to win the gift.

Actions by participants, to participate in the surprise gifts : any user may be eligible for a surprise gift simply by performing any of the usual actions possible at the ideas4all website, i.e. register, post ideas or problems with text and/or video, or with illustrations, post comments, vote other's ideas, increase Brain-fu, send ideas to friends, etc.

The participant will not know beforehand which one of these actions will be awarded by surprise. It will be up to Ideas4all to decide both the reason and the awarding criterion of the gift.

The same user may not be awarded more than one of these surprise gifts, this is, the same user may only be awarded one Ipod Shuffle.

Gifts at the end of the promotion:

1. Two gifts of \$1,000 US each, to the two most voted ideas (with positive votes) that fulfill the conditions
2. Two gifts of \$500 US each, to the two most voted ideas (with positive votes) that are expressed with an original video, and that fulfill the conditions
3. Two gifts of \$500 US each, to the two most voted ideas (with positive votes) that are expressed with one or several original illustrations, and that fulfill the conditions

Surprise Gifts: 3 Ipod Shuffle weekly

Awarding Dates: Cash gifts will be awarded within the next 15 days after the end date of the promotion. Surprise gifts will be awarded during the week after the week of the awarded activities.

Communication and acceptance of gifts: the name of the winners will be published on the website within the 15 days after the awarding. Ideas4all will also get in contact with the winners via their registered e-mails.

The winners will have to accept the gift on the web, and fill in the format with the necessary data for delivery.

Acceptance has to be confirmed within a maximum of two weeks after the announcement. Should one of the winners not accept the gift as indicated, he will lose his rights.

Ideas4all will send the gift within a maximum period of 30 days from the acceptance date.

Participating in this promotion implies the acceptance of its rules, as stated in this document.

Delivery of the cash gifts: Ideas4all will send gifts to the winners via PayPal. Opening a Pay Pal account is a necessary condition to receive the gift. The tax retention corresponding to these gifts in Spain will be satisfied by ideas4all. Reception and shipping of the gifts are subject to the existing laws in the country of residence of the winner.

Delivery of surprise gifts: Ideas4all will pay for the shipping costs of the gift, which will be done by a company chosen by ideas4all and will be responsible of the shipping. Reception and shipping of the prizes are subject to the existing laws in the country of residence of the winner.

Exclusion of responsibilities: Ideas4all shall not be held responsible for harms and losses of any nature related to the temporary absence of availability or continuity of the system for participating in the promotion. Ideas4all shall not be held responsible if the promotion does not satisfy the expectations of the participants. It shall not be held responsible for access problems to the site, the dispatch of answers via the internet or if it is impossible to deliver gifts free of charge in the country of a winner.

Use of the name, nickname and avatar image of the winners: By participating in this promotion, winners expressly authorize the worldwide use, publication and reproduction without any limitation of their name, nickname and avatar image by ideas4all, in any kind of advertising, promotional activity, even in internet, or by any other means with commercial or informative goals if these activities are related to this promotion. No fees of any kind will be paid for this use.

Exclusion of participants: ideas4all may exclude at its own discretion any participant if it is considered inappropriate or inconvenient or it infringes any of the rules of this document.

Exclusion of winners: if ideas4all has reasonable suspicions that a participant has acted in a fraudulent or dishonest way, or does not comply with the rules of this promotion, it may refuse to deliver the gift.

Rights reservation of ideas4all:

1. In case of error, misunderstanding or conflict related to any part of this promotion, the decision of ideas4all will be conclusive and definitive.
2. Should the promotional activity be affected by any unexpected incident or force majeure hindering the normal development of the promotion, or should any applicable law, present or foreseeable, hinder it, ideas4all reserves the right to cancel the promotion in part or in total. In this case, participants will have no rights for any compensation.
3. ideas4all reserves its rights to modify the rules of this promotion in any moment without notice. Participating in future promotions after eventual changes will be ruled by the new norms and the modifications published on the website.

Personal data protection: In compliance with the Ley Orgánica 15/1999, of December, 13th, on protection of personal data, and related legal norms, ideas4all is informing all participants about the existence of a file of personal data, registered at the Agencia Española de Protección de Datos, the goal of which is the handling of the promotion and the shipment of the prizes to the winners.

Participants have access to this file and the right of rectifying, cancelling and opposition to the treatment of personal data. To do so, please write with a copy of your Identity Card (both sides) to: C/ Alcalá 85, 5^a planta. 28009 Madrid. Spain.

The mechanic of the promotion establishes that data have to be supplied y a complete and true manner, and that they are kept updated thanks to the cooperation of the participants. Should the personal data be incorrect, incomplete or not kept updated, ideas4all shall be freed of its obligations regarding the draw and the shipments of prizes, as well as of any consequence related with the previous.

Nullity of the clauses: If any clause of the present bases was declared fully or partially, void or inefficient, such nullity or inefficiency shall only affect to such disposition or part of the same that is void or inefficient, and the rest of bases shall persist and taking such disposition or part of the same that is affected as not included, unless that, in case of being essential for the present bases, it affected them integrally.

Jurisdiction and Courts: The present bases shall be construed and governed in agreement with the Spanish legislation. For any court matter derived from the existence, access, use or content of the bases, both the participant and ideas4all, expressly renounces to any other jurisdiction that may correspond, submitting to the exclusive jurisdiction and competence of the Courts and Tribunal of Madrid city.