

Official Rules for the Wolfram|Alpha® Big Spikey on Campus Photo Contest

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.

1. **ELIGIBILITY REQUIREMENTS:** Participants aged 18 and up are eligible to win a prize ("Prize") after submitting a Wolfram|Alpha Big Spikey on Campus Photo (defined below). By entering this Wolfram|Alpha Big Spikey on Campus Photo Contest ("Contest"), participants agree to accept and be bound by these Rules.
2. **ENTRIES:** On September 6, 2011, Wolfram Alpha LLC ("W|A") will launch the Contest. Participants may submit entries until 5pm U.S. central time, September 16, 2011 ("Entry Deadline"). To participate, entrants must print off the provided "Spikey" and photograph it on their campus. Participants must then post this photo to Twitter or their Tumblr page. All entries must be submitted via Twitter or Tumblr, must contain the #WolframBSOC hashtag, and must be received by W|A prior to the Entry Deadline. After the Entry Deadline, W|A will select a grand-prize winner who will receive an iPad 2, the Wolfram|Alpha App, and the Wolfram Course Assistant Apps. Ten runners-up will also be chosen to receive a Wolfram|Alpha T-shirt and a Wolfram Course Assistant App of their choice. From here forward, both the grand-prize winner and runners-up will be referred to as Winners. W|A will announce the winners on September 20, 2011, on the Wolfram|Alpha Blog.
3. **SPIKEY IMAGE APPROVAL CRITERIA:** W|A encourages creative and interesting placement and use of the Spikey for the purpose of entry submission. However, any Spikey that is submitted with vulgar, profane, or otherwise inappropriate imagery (at the sole discretion of W|A) will not be eligible for the Contest. Further, no image should include any products or product names where copyright or trademark rights may exist in the image. Any people in the photo must be aware of it and its use in the Contest.
4. **WINNER DETERMINATION:** The winners will be chosen at the conclusion of the Contest's time period based on the subjective creative evaluation of the W|A Team.
5. **WINNER NOTIFICATION:** The Winners will be announced on the Wolfram|Alpha Blog on September 20, 2011, and will be also be contacted via Twitter or Tumblr. At W|A's sole discretion, a replacement Winner may be selected if: (i) any prize notification is returned as undeliverable, (ii) a Winner declines his or her prize, or (iii) a Winner is determined to be ineligible for any reason.
6. **PRIZES:** Winners will receive the prizes indicated above. In the event that the prize is a type of which a Winner cannot use because of licensing or other technical issues, the Winner shall have two options: (i) assign, but not sell, the prize to a colleague or associate, or (ii) accept a replacement prize of equal or lesser value as offered by W|A. Winners are responsible for the reporting and payment of all applicable taxes incurred by the acceptance of any prize.
7. **PUBLICITY:** By entering this Contest, participants grant W|A and its designees the right, unless prohibited by law, to use their names, cities of residence, and biographical information, without compensation, notification, or permission, for the purpose of advertising and publicity in any and all media, now or hereafter known, throughout the world in perpetuity. Further, participants grant W|A and its designees unlimited, sublicensable, exclusive, perpetual, and worldwide right to use any submission materials including images, images or other photographic representation of themselves for the purpose of running the Contest, or any advertising and publicity thereof in any and all media, now or hereafter known, throughout the world in perpetuity.
8. **WINNERS' NAMES:** Once the Winners have been determined, the winning names will be posted on the Wolfram|Alpha Blog.
9. **ISSUES OF LAW:** UNITED STATES OF AMERICA LAW SHALL APPLY. SPECIFICALLY, THE ILLINOIS COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE CONTEST AND THE LAWS OF THE STATE OF ILLINOIS SHALL GOVERN THE CONTEST. The Contest is void where restricted or prohibited by law.