

K'NEX[®]PERT

2009

SEARCH



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2009 K'NEXpert Search OFFICIAL CONTEST DETAILS

Do you love to build?? Are you between the ages of 5 and 12? We are currently in search of ten kids ***who love to build*** to be our 2009 K'NEXperts. This is your opportunity to build a really cool model and, if your model is chosen as one of the ten best, ***to win a K'NEX building set prize package worth \$500***, plus, show off your skills online! Winners will also receive a lot of **FREE** K'NEX stuff throughout the year.

This Year there are *Three Grand Prize Winners!*

If you're 5 years old, 12 years old OR any age in-between, YOU could be a winner!

- 3 Grand Prize Winners - ***one from each of three age categories*** - will receive \$10,000 in U.S. savings bonds for college! (Three age categories are: 5-6 years old; 7-8 years old; 9-12 years old*.)
- 7 additional finalists will each receive **\$1,000** in U.S. savings bonds for college!

All ten K'NEXpert finalists will receive these Fun & Exciting Prizes!

- **A K'NEX Building Set Prize Package worth \$500!** (That's \$500 of FREE K'NEX Building Sets!)
- **A trip for three to New York City** for the K'NEXpert Award Ceremony! Have fun in New York, show off your winning model and meet all the attending 2009 K'NEXperts! **
- Their very own Photo Gallery page at www.knex.com, which we will update throughout the year with pictures and descriptions of their K'NEX creations!

Plus all semifinalists & finalists will receive:

- **FREE** K'NEX gear, including a t-shirt, keychain and K'NEXpert Panel Member I.D.!
- 25% discount on all K'NEX parts purchased in 2009 on their behalf at K'NEXDirect, the online K'NEX store!
- A special birthday surprise (\$50 value)!
- An invitation to tour the K'NEX corporate headquarters, with parents or guardians, to meet the designers and learn how K'NEX is made!

It's So Easy to Enter!

3 Simple Steps to becoming a K'NEXpert!

NO PURCHASE NECESSARY. Use your K'NEX at home or borrow some from a friend! Read the Official Rules and Entry Form for full details! All entries become the property of K'NEX.

Step 1: Build an original K'NEX model that qualifies in at least one of the four categories listed below. This needs to be your own original design. You can enter in one or all of the categories (one model per category). Models will be judged on creativity (50%), uniqueness (25%) and detail (25%).

Building Categories:

- A. Futuristic – (Use your imagination! Space ships, Robots, etc!)
- B. Vehicles – (Cars, trucks, motorcycles, etc)
- C. Amusement Park Thrill Rides
- D. Ultimate K'NEX Model – Build anything you want! But it must be built with K'NEX Bricks, Standard K'NEX and Micro K'NEX parts (Model must include all 3 types of parts)

Step 2: Take pictures of your K'NEX model(s). Make sure that your pictures are no smaller than 4" x 6" and no larger than 8" x 10" in size and that your model is up against a solid white or light blue background. Please send up to three photos per entry.

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NOTE: If you are chosen as a K'NEXpert winner, the photo entries you submit will be the first photos that we will put up on your web page. So make sure they're good ones!

Step 3: We'd love to know more about your model! Either in a one-minute video (VCR or DVD), or in writing, tell us: **(1)** How you came up with the idea for your model; **(2)** How long it took you to build; and, **(3)** How many K'NEX pieces you used to build your model. (Please don't use a "real world" trademarked name - that belongs to someone else. Make up your own cool name for your creation!)

Print out and complete the entry form. **Make sure a parent or guardian reads and signs the entry form.** Unsigned forms will automatically be disqualified. Send your pictures of your creation, and the video or written description answering the 3 questions outlined in Step 3, and the completed entry form that has been signed where indicated by your parent/guardian to: 2009 K'NEXpert Contest, K'NEX Brands, L.P. P.O. Box 700, Hatfield, PA 19440. The deadline for entries is September 30, 2008 (entries must be postmarked by this date). On-line voting will begin October 13, 2008 and close October 20, 2008, with the winners and their parents being notified via e-mail and/or US mail on or about October 28, 2008. Winners' first names, ages, states/provinces of residence, and photo, will be posted on the website, www.knex.com. Parent or legal guardian of potential winners must sign the affidavit of eligibility and liability release for the prize to be awarded. **Children of employees of K'NEX Brands, L.P. and/or any of its parent, subsidiary or affiliated entities, its or their agents, advertising and public relations agencies, and the immediate families and/or household members of each, are not eligible to participate in the Contest.**

**Age category eligibility requirements:*

5-6 years old: child will be no younger than 5 years of age and no older than 6 years of age as of July 8th, 2008.

7-8 years old: child will be no younger than 7 years of age and no older than 8 years of age as of July 8th, 2008

9-12 years old: child will be no younger than 9 years of age and no older than 12 years of age as of July 8th, 2008.

***K'NEX will provide for transportation from your home to New York City, and for one room in a hotel for 2 nights for the K'NEXpert winner and 2 parents/guardians. K'NEX will reimburse actual expenses up to \$2,000 per winner. K'NEXpert parent/guardian will be responsible for making their own travel arrangements and will be reimbursed by K'NEX, after the trip, upon submission to K'NEX of relevant transportation and lodging invoices/receipts. All meals, incidentals and additional expenses are the responsibility of the K'NEXpert parent/guardian.*

2009 K'NEXpert Search OFFICIAL RULES

1. **CONTEST DATES:** July 8, 2008– September 30, 2008. **NO PURCHASE NECESSARY.**

2. HOW TO ENTER:

Complete this official entry form, available at www.knex.com, and submit by mail along with one to three pictures of your original built model, and your one-minute video or written description, telling our contest judges about your model. Entries must be postmarked by midnight, September 30, 2008 and mailed to:

**2009 K'NEXpert Contest
K'NEX Brands, L.P.
P.O. Box 700
Hatfield, PA 19440**

Entrants may enter up to one model per category, but each entry must be accompanied by the signed, official entry form and one-minute video or written description about the model. **All entries and submitted materials become the property of K'NEX, and will not be returned.**

3. CONTEST ENTRY REQUIREMENTS:

A contest entrant must build and photograph a unique model design out of K'NEX that matches one of the following four (4) categories:

- A. Futuristic – (Use your imagination! Space ships, Robots, etc!)
- B. Vehicles – (Cars, trucks, motorcycles, etc)
- C. Amusement Park Thrill Rides
- D. Ultimate K'NEX Model - Built with K'NEX Bricks, Standard K'NEX and Micro K'NEX parts (Model must include all 3 types of parts)

4. JUDGING PROCEDURE AND TIMELINE:

10 Semi-Finalists per age category* will be chosen by panels of K'NEX judges, comprised entirely of K'NEX employees, who will base their decision on the creativity (50%), uniqueness (25%) and detail (25%) demonstrated in the entry. 30 Semi-Finalists will be chosen in total. Although multiple entries are permitted, only one model per entrant may be selected as a semi-finalist. The chosen semifinalist entries, including first names, ages, states/provinces of residence and photos of the models, will be posted on www.knex.com at 8:00 a.m. Eastern Time on October 13, 2008. The ten K'NEXperts will be determined by an online vote on www.knex.com. Voting will begin at 12:00 noon Eastern Time on October 13, 2008 through 12:00 noon Eastern Time October 20, 2008. Only those who register to vote at www.knex.com may vote. Individuals may register by visiting www.knex.com between October 13, 2008 and October 20, 2008, and providing an e-mail address and password. Voting is limited to one vote per day per registered voter. Voters will be asked to choose their favorite entry from the posted semifinalists based on the creativity, uniqueness, and detail demonstrated in the entry. The top 3 entries in 5-6 age category, the top 3 entries in the 7-8 age category and the top 4 entries in the 9-12 age category that receive the most online votes will be selected as the 2009 K'NEXpert finalists, subject to receipt of an affidavit of eligibility and liability release from the parent or legal guardian. From the ten K'NEXpert finalists selected by the online vote, Joel Glickman, inventor of K'NEX, will select three Grand Prize Winners, one Grand Prize Winner from each of the three age categories* based on creativity (50%), uniqueness (25%) and detail (25%) demonstrated in the entry. In the event the inventor is unable to perform the judging, K'NEX shall appoint a panel of judges. K'NEX will notify and obtain the consent of the parents or guardians of the potential prize winners, and then the final 10 winners (three Grand Prize Winners and seven additional winners), and picture of the K'NEXpert, will be posted on the web site at 12:00 noon, Eastern Time, on November 10, 2008. All decisions made by the panels of K'NEX judges for semi-finalists, by on-line voters for the final ten K'NEXperts, and by Joel Glickman, inventor of K'NEX, for the three Grand Prize Winners, are final and non-appealable.

**Age category eligibility requirements*

5-6 years old: child will be no younger than 5 years of age and no older than 6 years of age as of July 8th, 2008.

7-8 years old: child will be no younger than 7 years of age and no older than 8 years of age as of July 8th, 2008

9-12 years old: child will be no younger than 9 years of age and no older than 12 years of age as of July 8th, 2008.

5. PRIZES:

This Year there are *Three Grand Prize Winners!*
If you're 5 years old, 12 years old OR any age in-between, YOU could be a winner!

- Three Grand Prize Winners - **one from each of the three age categories*** - will receive \$10,000 in U.S. Series EE savings bonds for college! Three age categories include: 5-6 years old; 7-8 years old; 9-12 years old.
- The 7 additional finalists will each receive **\$1,000** in Series EE U.S. savings bonds for college!

**Age category eligibility requirements*

5-6 years old: child will be no younger than 5 years of age and no older than 6 years of age as of July 8th, 2008.

7-8 years old: child will be no younger than 7 years of age and no older than 8 years of age as of July 8th, 2008

9-12 years old: child will be no younger than 9 years of age and no older than 12 years of age as of July 8th, 2008.

Plus all ten finalists will receive:

- **\$500** worth of **FREE** K'NEX Building Sets!
- **A trip for three to New York City** for the K'NEXpert Award Ceremony! Have fun in New York, show off your winning model and meet all the attending 2009 K'NEXperts! ***K'NEX will provide for transportation from your home to New York City, and for one room in a hotel for 2 nights for the K'NEXpert winner and 2 parents/guardians. K'NEX will reimburse actual expenses up to \$2,000 per winner. K'NEXpert parent/guardian will be responsible for making their own travel arrangements and will be reimbursed by K'NEX, after the trip, upon submission to K'NEX of relevant transportation and lodging invoices/receipts. All meals, incidentals and additional expenses are the responsibility of the K'NEXpert parent/guardian.*
- Their very own Photo Gallery page at www.knex.com, which we will update throughout the year with pictures and descriptions of their K'NEX creations!

Plus all semifinalists & finalists will receive:

- **FREE** K'NEX gear, including a t-shirt, keychain and K'NEXpert Panel Member I.D.!
- 25% discount on all K'NEX parts purchased in 2009 on their behalf at K'NEXDirect, the online store!
- A special birthday surprise (\$50 value)!
- An invitation to tour the K'NEX corporate headquarters, with parents or guardians, to meet the designers and learn how K'NEX is made!

U.S./Canadian federal, state/provincial and local taxes on the prize(s) are the responsibility of the winner(s). No transfer of prize is permitted. Cash alternatives and prize substitutions are not available, but Sponsor reserves the right to substitute cash or a prize of equal or greater value should the prize not be generally available during the duration of the winners' tenure on the K'NEXpert panel, or if necessary by U.S./Canadian law.

6. ELIGIBILITY:

Contest is open to all legal U.S. and Canadian residents (except those of Florida, Puerto Rico, U.S. territories or possessions, and the Province of Quebec) who are 5 through 12 years of age at any time on July 8, 2008, except those who are children of employees of K'NEX Industries, Inc. and/or any of its parent, subsidiary or affiliated entities, its or their agents, advertising and public relations agencies, and the immediate families and/or household members of each. Entry requires signature of parent or legal guardian.

7. NOTIFICATION OF POTENTIAL CONTEST WINNERS:

The parent or legal guardian of potential contest winners will be contacted by email or mail on or about October 28, 2008. After the notification is complete, a parent or legal guardian of the prize winners will be required to sign an affidavit of eligibility, and liability release, and, where permitted, a publicity release, before prize is awarded. *All prizes will be awarded in the name of the parent or legal guardian of the winner on behalf of the minor child.* If any winner is found to be in violation of these Official Rules, if prize notification letter or e-mail is returned as undeliverable, or if the signed affidavit of eligibility and liability release is not returned to K'NEX **within 7 days**, prize will be awarded to the next highest scoring entrant based on the online vote. Winners agree to use of their name, address, likeness and/or prize information for promotional purposes in any medium without additional compensation to the extent permitted by law, subject to prior approval of parent or legal guardian. *A U.S. Federal Tax Form 1099 for U.S. winners, appropriate tax form for Canadian winners, and/or other appropriate documentation of prize value will be furnished to, and in the name of, the parent or legal guardian of the prize winner.*

8. MISCELLANEOUS:

Void in Florida, Puerto Rico, U.S. territories and possessions, the Province of Quebec, and where prohibited. All federal, state, Canadian federal and provincial, and local laws and regulations apply. By participating in this Contest, each entrant, and his/her parent or legal guardian on his/her behalf, accepts the conditions stated in these Official Rules, agrees to be bound by the decisions of the judges in selecting Semi-Finalists, by the online voting and by the decision of Joel Glickman in selecting winners, and warrants that he/she is eligible to participate in this Contest. **LIMITATION OF LIABILITY: By entering this contest, winner and his/her parent/ legal guardian agree to release K'NEX, and any parent, subsidiary, affiliated or successor entities, and its or their respective directors, employees, officers, and agents, including, without limitation, its or their agents, advertising, or promotion agencies, from any and all liability, loss, action, demand, claim or damages arising from or in connection with participation in this Contest, the awarding, receipt, and/or use or misuse of any prize, or participation in any prize-related activities. Neither K'NEX, nor any parent, subsidiary, affiliated or successor entities, or its or their respective directors, officers, employees or agents, will have any liability or responsibility for any injury, loss, action, demand, claim, or other liability of any kind arising in connection with participation in the Contest, determination of appropriate travel reimbursement amounts, or any prize awarded.** This contest will be governed by the internal laws of the State of Delaware. Any and all legal actions or claims arising in connection with this Contest must be brought in a court of competent jurisdiction within the United States of America.

9. GENERAL TERMS AND CONDITIONS:

Sponsor and judges are not responsible for lost, late, mutilated, illegible, incomplete, garbled, postage due, or misdirected entries, mail or communications, for errors, omissions, interruptions, deletions, defects, or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of computer hardware, software, communications devices, or transmission lines, or data corruption, theft, destruction, unauthorized access to or alteration of entry materials. Sponsor and judges not responsible for electronic communications which are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in entrant's e-mail account to receive email messages. The use of automated software or computer programs to vote in connection with this Contest is prohibited and any individual who uses or attempts to use such methods in connection with this Contest will be disqualified. Sponsor disclaims any liability for damage to any computer system resulting from participation in, or accessing or downloading information in connection with this Contest, and reserves the right, in its sole discretion, to cancel, terminate or suspend this Contest should any virus, bug, bots, unauthorized human intervention, or other causes beyond Sponsor's control corrupt or otherwise affect the administration, security, fairness or proper conduct of the Contest. **CAUTION: Any attempt by an entrant to deliberately damage any web site or undermine the legitimate operation of this Contest is a violation of criminal and civil laws. Should such an attempt be made, Sponsor reserves the right to disqualify and/or seek damages from any such entrant to the fullest extent permitted by law.** Sponsor also reserves the right, at its sole discretion, to disqualify any entrant from any other promotion conducted by Sponsor, now or in the future, if entrant's fraud or misconduct affects the integrity of this Contest.

10. LIST OF WINNERS:

To obtain the first name, age, and state of residence of prize winners, visit www.knex.com on November 10, 2008.

NO PURCHASE NECESSARY.



K'NEXpert 2009 Search OFFICIAL ENTRY FORM

First Name: _____

Last Name: _____

Date of Birth: _____

Address: _____

City: _____ **State/Province:** _____ **Zip/Postal Code:** _____

Email Address: _____

Parent/Guardian Phone Number: _____

Parent/Guardian Email Address: _____

(Please don't use a "real world" trademarked name - *that belongs to someone else*. If you win, we might require a name change. Make up your own cool name for your creation!)

Attach 1-minute video or 1-page written summary answering the following questions: (1) How did you come up with the idea for your model?; (2) How long did it take you to build your model?; (3) How many K'NEX pieces did you use to build your model?

Name of your "Futuristic" Model: _____

Brief Description of Model:

Name of your "Vehicles" Model: _____

Brief Description of Model:

Name of your "Amusement Park Thrill Ride" Model: _____

Brief Description of Model:

Name of your "Ultimate K'NEX Model": _____

Brief Description of Model:

Full Name of entrant's parent [] or legal guardian [] (Please check appropriate box):

Parent/Guardian's Address (if different from above):

Privacy Note: K'NEX is committed to protecting the privacy of children. Entry information will only be used to administer this Contest or otherwise in accordance with our Privacy Policy. Information in **bold** (child's first name, age, state/province, and description/picture of the model) will be posted on the K'NEX website at www.knex.com if your child is selected as a semi-finalist, or as a Contest winner and member of the 2009 K'NEXpert Panel. You will also be asked to furnish a digital photograph of your child if s/he is selected as a winner. No other personal information will be posted or shared except as needed to administer this Contest or in accordance with our Privacy Policy. We will, of course, use the full name and address of your child in order to send him/her the K'NEX products and additional prizes to which s/he is entitled as an official member of the K'NEXpert Panel, if selected as a Contest winner. Please review our Privacy Policy at www.knex.com.

How We Will Notify Potential Winners: If your child is chosen to be part of the ten member K'NEXpert Panel, we will notify you by email and/or by US mail on or about October 28, 2008. You will receive a packet of material explaining terms and dates of membership on the K'NEXpert panel and an affidavit of eligibility and liability release that you must sign and return to us within seven days or your child will forfeit the prize.

A note to Parents, and request for their consent:

As you know, by entering this Contest, your child would like to become a member of the K'NEXpert Panel, which requests that they be an active member for a term of no more than a year. By participating in this panel, we will provide your child a page within our website that will become his/her very own photo gallery, which he/she may update on a monthly basis during the term of membership. In addition, this year seven children chosen to be part of the panel will each receive a \$1,000 U.S. Series EE Savings Bond. Three additional children will be chosen as the Grand Prize Winners and will each receive a \$10,000 U.S. Series EE Savings Bond. All 10 winners will also receive certain free K'NEX products and a trip for three to New York City for the K'NEXpert Awards Ceremony.* All semifinalists and finalists will receive a 25% discount on parts purchased on their behalf in 2009 at www.knex.com, free K'NEX gear and other upcoming benefits and offers.

Entries submitted by all of the semi-finalists will be posted on our website for a public vote in order to select the 10 members of the K'NEXpert panel. From the ten K'NEXperts selected by the online vote, Joel Glickman, inventor of K'NEX, will select three Grand Prize Winners, one Grand Prize Winner from each of the three age categories - 5-6 years old; 7-8 years old; 9-12 years old.* In the event the inventor is unable to perform the judging, K'NEX shall appoint a panel of judges. Online voting will be conducted from October 13, 2008 to October 20, 2008, with voting limited to registered visitors. Registered visitors may vote once per day for the duration of the voting period. Parents of potential winners will be directly notified by E-mail and/or U.S. mail on or about October 28, 2008.

After reading the Official Rules, the information on this official entry form, and the disclaimer below, please indicate your consent by signing below. If you have any questions or concerns regarding the Contest, please do not hesitate to contact us at 1(800) 543-5639, and we will be happy to answer or address them.

Sincerely,

Your Friends at K'NEX

IDEAS BUILT WITH EXISTING K'NEX PIECES AND COMPONENTS

Entries, including entries related to a new construction, toy or other item (the "Device"), must be constructed using existing K'NEX parts and sets. **All entries and submitted materials become the exclusive property of K'NEX, and will not be returned.** The Designer/Inventor acknowledges and agrees that by submitting this entry, s/he hereby transfers and assigns all rights in the Device under any copyright, patent or other intellectual property laws to K'NEX. K'NEX may illustrate the Device in its catalogs, instruction books, on the K'NEX website, www.knex.com, or in any other media now known or later invented, and may otherwise inform its customers and potential customers of the Device, whether or not entrant is selected as a Semi-finalist or Winner. K'NEX, and any parent, subsidiary, affiliated or successor entities, and any of its or their present or future customers, may construct and use the Device without any further authorization and without any payment or royalties of any kind to Designer/Inventor.

By signing below, I certify that I am the parent/legal guardian of the entrant, that my child/ward is the designer/inventor of the submitted entry, that he/she is eligible to participate, and that I/we have read and understand the Official Rules, entry form, and this waiver, and agree to be bound by them. I further agree that if my child is selected as a winner I will promptly execute and deliver all additional waivers and releases in accordance with the Official Rules required to receive the prize, and understand that failure to do so will result in forfeiture of the prize. *I further understand that, if my child is selected as a winner, a U.S. Federal Tax Form 1099, or appropriate tax form for Canadian winners, will be issued in my name as having received the prize money.*

Signature of Parent or Guardian

Print Name

Date

*See Official Rules for Details.