



The Care to Air Design Challenge is a competition seeking the world's most innovative, covetable, and sustainable air-drying solution for clothing. At stake? \$10,000 in prize money – from Levi Strauss & Co., the challenge sponsor – to be distributed among the finalists in addition to an audience with our distinguished panel of eco-innovators.

Levi Strauss & Co. is focused on building sustainability into everything they do including bringing the company's carbon footprint down to zero. While examining the lifecycle impact of a pair of Levi's® 501's, they were surprised to find that almost 60% of the climate impact happens in the laundry phase – after a consumer takes them home – and nearly 80% of that impact is due to the energy intensive method we chose for drying.

The single most important step we can all take to reduce the climate impact of our jeans is to choose air drying. Energy from the sun and the wind is free, as opposed to the average clothes dryer, which is the second biggest energy using appliance in the home after the refrigerator. Despite all this, the majority of US households do not use air drying methods, and communities in the US are even banning outdoor clothes lines because they say they look unsightly. Levi Strauss & Co. would like to challenge that point of view by finding clothesline designs or other innovative air drying techniques that are undeniably stylish and effective.

In partnership with the Myoo Create community, Levi Strauss & Co. is running a competition for designers everywhere to respond to the challenge of how to design the world's most innovative, covetable, and sustainable air-drying solution for clothing. They're offering prize money for the most effective solutions, as well as an audience with experienced designers and eco-innovators.

How to enter

The challenge will be open for entries on Myoo Create (<http://myoocreate.com/challenges/care-to-air-design-challenge>) starting June 1st, 2010. In order to enter, you must first create an account at Myoo Create. Then submit the following information:

1. Upload an image for your entry
2. Provide a 200 word description to accompany the image, including how your design meets the judging criteria outlined below
3. Upload a three page design specification, with more details on the design, scalability, and environmental attributes of your design.

Judging criteria

The judges will evaluate entries according to the following criteria:

1. Aesthetics: some communities perceive line drying to be unsightly and unappealing – that's why they've banned outdoor line drying. So is there a way to make line drying or other air drying solutions more aesthetically pleasing?

2. Scalability: does the design solution have the potential for widespread adoption? We really do believe that air drying is an important part of a climate neutral tomorrow, so we are seeking solutions with potential for mass adoption in urban and rural environments.

3. Environmental sustainability: designs will be expected to have their own sustainable life cycle in terms of materials use, production process, and end of life. Let's try and avoid solving one problem but creating another.

4. Ingenuity: the clothesline and clothes pin is a tried and tested solution with a myriad of different designs already on the market. It's going to take some out of the box thinking to get beyond our current reality to find something brand new that could be widely adopted. So we'll reward ingenuity in our judging.

Challenge timetable & process

Open to Entries & Voting: June 1st- July 31st

The Challenge is open to entries from 00:00:00 Pacific Time (PT) on 01 June 2010 until 23:59:59 PT on 31 July 2010. During this time, Myoo Create community members may vote on the entries and provide feedback and comments.

Once the voting period ends, the top three ranked entries as well as two judges' picks will be announced as the designs entering in to the finals.

The awards for the Crowd Favorite and the Most Valuable Community Member will be announced at this time.

Finals: August 16th, 2010

The five finalists will be invited to participate in an event where they present their design to our judging panel. The event will be in San Francisco. Finalists can attend in person, at their own cost, or by live video link. The winners will be announced at the event.

Prizes

All five finalists will receive \$500 for advancing to the judging round. The prizes for the winning designs are:

- 1st Prize \$4500
- 2nd prize \$1500
- Crowd Favorite: \$1000 (for the top ranked entry based on community voting)

There is also \$500 available for the Most Valuable Community Member.

Most Valuable Myoo Create Member

We believe that collaboration is at least as important as competition in stimulating breakthrough innovation. Even if you are not a designer or do not have an entry, you can still participate and help find a solution.

To encourage collaboration between community members, we are offering a \$500 prize for the Most Valuable Myoo Create Member. The prize will be awarded to the community member who, in the opinion of the judges, provides the best quality and most valuable feedback on the challenge entries. Anyone is eligible for this prize – all you need to do is join in the conversation and contribute useful ideas and feedback on the entries.

Entry criteria

There is no limit on the number of entries each entrant can submit.

The competition is open to entries from around the world, but you may not enter into the Challenge if entry is prohibited or restricted by any laws in the jurisdiction in which you're located.

You must be at least 16 years old on June 1st, 2010, to enter the Challenge. If you are younger than 18, your parent or guardian must consent to you entering this Challenge based on the Challenge Rules. In the event that you are a winner of the Challenge we will require a signed consent from your parent or guardian.

IMPORTANT: please read the detailed Challenge Rules to make sure your entry meets our requirements. Non-compliance may result in disqualification.

Contact us

You can find more information on <http://myoocreate.com>. Please contact us with any questions info@myoocreate.com.

Care to Air Design Challenge

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

Challenge Rules

Any challenge is only fair if everyone plays by the same rules. Rules may be boring – but they're important. If you do not follow these Challenge Rules, you could end up losing out. So please read them.

Together with the Terms & Conditions for the Myoo Create Site, these Challenge Rules form a legally binding contract between us. If you do not agree to these Challenge Rules, please do not enter the Challenge.

1 ABOUT THIS CHALLENGE

1.1 The Levi's® Care to Air Challenge (the "Challenge") is run by Myoo Create, a division of Sculpt The Future Limited, a company registered in England and Wales under company registration number 05671544 and whose registered address is at Lion House, Red Lion Street, London WC1R 4GB ("we", "us", or "Myoo Create") and is sponsored by Levi Strauss & Co, 115 Battery Street, San Francisco, CA 94111 (the "Sponsor") (together, the "Challenge Entities").

2 ELIGIBILITY

2.1 You must be a registered user of the Myoo Create Site.

2.2 You must be at least sixteen (16) years old on 01 June 2010, to enter the Challenge.

2.3 If you are younger than eighteen (18) years old, then your parent or guardian must consent to you entering this Challenge based on these Challenge Rules. In the event that you are a winner of the Challenge we will require a signed consent form from your parent or guardian.

2.5 This Challenge is not open to the employees or contractors of Myoo Create or the Sponsor. Additionally, any person directly or indirectly involved with organizing this Challenge, or their direct family members, may not take part.

2.6 If you have not complied with these Challenge Rules, we may not accept your entry.

2.7 You may not enter into the Challenge if entry is prohibited or restricted by any laws in the jurisdiction in which you're located.

3 CHALLENGE PERIOD

3.1 The Challenge begins at 00:00:00 Pacific Time ("PT") on 01 June 2010 and ends at 23:59:59 PT on 31 July 2010 (the "Challenge Period"). The Challenge will be conducted in phases as follows:

Submission Phase: Entrants may upload Entry Material beginning 00:00:00 PT on 01 June 2010 until 23:59:59 PT on 31 July 2010 ("Submission Phase"). All Entry Material must be uploaded during this time. The Myoo Create's database clock will be the official time keeper for Submissions in this Challenge.

Voting Phase: The Myoo Create community members may vote for each submission beginning 00:00:00 PT on 01 June 2010 until 23:59:59 PT on 14 August 2010 ("Voting Phase"). The three (3) submissions receiving the most votes and two (2) submissions chosen by the judges based on the criteria listed in these rules ("Finalists") proceed to the next phase. At the completion of the Voting Phase, a Crowd Favorite and the Most Valuable Community Member will be selected.

Finalist Phase: Once the Voting Phase has been completed, the five (5) finalists will be invited to San Francisco on a date to be decided to participate in a final judging event. Finalists can attend in person, at their own cost, or by live video link. Entrants will further present their submissions to the panel of judges for further evaluation based on the criteria listed in these rules.

Grand Prize Winner Announcement: On the same day that all Finalists are judged, a Grand Prize Winner and additional prize winners will be announced.

3 HOW TO ENTER

3.1 During the Submission Phase, Entrants must submit the following information to support an innovative, covetable, and effective air-drying solution for clothing:

- Upload an image for your entry
- Provide a 200 (two hundred) word description to accompany the image, including how your design meets the judging criteria outlined below
- Upload a three (3) page design specification, with more details on the design, scalability, and environmental attributes of your design.

3.2 You are responsible for all material you submit in relation to the Challenge including your Challenge entries and any associated questions or information (collectively the "Entry Material"). We cannot accept responsibility for any Entry Material which is lost, delayed or damaged due to technical problems or any other interference.

3.3 All Entry Material must be provided in the English language.

3.4 You understand that your Entry Material may be made available for viewing and comment by the Sponsor and other users of the Myoo Create Site.

3.5 You are solely responsible for your Entry Material. You will ensure that the Entry Material will be accurate and will not infringe any third party rights (including intellectual property rights) or be libelous or in breach of any applicable laws. In particular, you agree that you are legally entitled to submit the Entry Material and that you have obtained any necessary consents or approvals from anyone else such as your employer, any collaborator or anyone whose work you may use in preparing the Entry Material.

3.6 We reserve the right to remove your Entry Material from the site in the event that it does not comply with the Challenge Rules.

3.7 We reserve the right to take any action with respect to your Entry Material that we reasonably think necessary or appropriate if we believe that it is inappropriate for the Myoo Create Site or the Challenge, may create liability for Myoo Create or may have a negative effect on Myoo Create's relationship with its business partners.

3.8 You agree not to attempt to circumvent or manipulate the operation of any Challenge or any associated prizes or fees (including, for example, by communicating directly with the Sponsor). In particular, you must not submit an entry or other information relating to the subject matter of a Challenge other than through the Myoo Create Site.

3.9 Only Entry Material received by Myoo Create will be available on the website and eligible for consideration for prizes. Proof of submission is not considered proof of delivery to or receipt by Myoo Create of the Submission. Furthermore, neither Myoo Create nor Sponsor shall have any liability for any Entry Material that is lost, intercepted or not received. An Entrant's sole remedy in these situations is resubmission of his/her Entry Material.

4. JUDGING CRITERIA

4.1 The judges will evaluate entries according to the following criteria to determine a Winner:

- **Aesthetics:** some communities perceive line drying to be unsightly and unappealing – that's why they're banning outdoor line drying. So is there a way to make line drying or other air drying solutions more aesthetically pleasing?
- **Scalability:** does the design solution have the potential for widespread adoption? We really do believe that air drying is an important part of a climate neutral tomorrow, so we are seeking a solution with potential for mass adoption in urban and rural environments.
- **Environmental sustainability:** designs will be expected to have their own sustainable life cycle in terms of materials use, production process, and end of life. Let's try and avoid creating a new problem in our attempts to solve another.
- **Ingenuity:** the clothes line and clothes pin is a tried and tested solution with a myriad of different designs already on the market. It's going to take some out of the box thinking to get beyond our current reality to find something brand new that could be widely adopted. So we'll reward ingenuity in our judging.

4.2 The prize for the Most Valuable Myoo Create Member will be awarded to the community member who, in the opinion of the judges, provides the best quality and most valuable feedback on the Challenge entries. Anyone is eligible for this prize – all you need to do is join in the conversation and contribute useful ideas and feedback on the entries.

4.3 Judges' decisions are final and shall be binding in all respects.

5. PRIZES

5.1 All five (5) finalists will receive five hundred (US\$500) dollars (Total Value: \$2500) for advancing to the judging round. The prizes for the winning designs are:

- 1st Prize \$4500
- 2nd prize \$1500
- Crowd Favorite: \$1000 (for the top ranked entry based on community voting)

There is also \$500 available for the Most Valuable Community Member.

Total value of all monetary prizes: \$10000. All prizes shall be awarded. All prizes shall be awarded.

5.2 Any taxes are the sole responsibility of winner or winner's parent or legal guardian.

5.2 You agree that as a condition of receiving any prize funds you may be asked to make more detailed legally binding warranties and representations to Myoo Create to confirm and provide evidence of your

compliance with these Challenge Rules.

5.3 Payment of prizes will be made to the Entrant. Myoo Create shall not be held in any way responsible for any failure on the part of the Entrant to distribute all or part of the prize to any of his or her collaborators.

5.4 The decision as to qualifying criteria and conditions and whether to accept an entry and/or award a prize fund is entirely for Myoo Create, the Sponsor and their chosen judges. Myoo Create does not guarantee the award of any particular prize fund. Each decision is final, and may not be subject to challenge.

6 OWNERSHIP OF ENTRY MATERIAL

6.1 You shall retain ownership of all intellectual property and other rights in the Entry Material but subject to a nonexclusive worldwide transferable license to Myoo Create, the Sponsor and their licensees to reproduce, distribute, display, and create derivative works of the Entry Material (along with a name credit) in connection with the Challenge, promotion of the Challenge and promotion of Myoo Create.

6.2 Each Entrant understands and acknowledges that the Challenge Entities have wide access to ideas, designs, and other materials, and that new ideas are constantly being submitted to them or being developed by their own employees. Each Entrant also acknowledges that many ideas may be competitive with, similar or identical to the Entry Material and/or each other in design, theme, idea, or other respects. Each Entrant acknowledges and agrees that such Entrant will not be entitled to any compensation as a result of any Challenge Entities' use of any such similar or identical material.

7 GENERAL

7.1 We reserve the right to cancel or withdraw this Challenge at any time and for any reason without liability.

7.2 We will not be responsible for any breach of these Challenge Rules caused by circumstances beyond our reasonable control. Our liability shall not in any event include any business losses of any type.

7.3 In the event of any conflict between these Challenge Rules and the Site Terms and Conditions, these Challenge Rules shall take precedence to the extent of the conflict.

7.4 You will at our request and expense execute any document and do anything reasonably necessary to implement the principles set out in Challenge Rules. Where necessary or desirable to transfer or license intellectual property in accordance with these Challenge Rules, you will use all reasonable endeavors to ensure that relevant third parties execute any such document.

7.5 Each Entrant hereby agrees to indemnify and hold the Challenge Entities harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of Entrant hereunder.

7.6 By participating in the Challenge, in addition to any other grants which may be granted in any other agreement entered into between Challenge Entities and any Entrant in or winner of the Challenge, each Entrant irrevocably grants to Challenge Entities, and its respective successors, assigns and licensees, the right to use such Entrant's name, likeness, biographical information and Entry Material, and any individual(s) participating therein, in any and all media, whether now known or later discovered, for any purpose whatsoever, including without limitation, advertising and promotional purposes. No further compensation for such uses will be owed to any person involved in the creation of the Entry Material, nor will any compensation or notification be given.

7.7 By participating in the Challenge, each Entrant agrees that the Challenge Entities:

(i) shall not be responsible or liable for any losses, damages or injuries of any kind resulting from participation in the Challenge or in any Challenge-related activity, or from Entrant's acceptance, receipt, possession and/or use or misuse of any prize, and

(ii) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize and specifically disclaim all such warranties, including without limitation, the implied warranties of merchantability and fitness for a particular purpose.

7.8 The Challenge Entities assume no responsibility for any damage to an Entrant's or any other person's computer system which is occasioned by accessing the website or otherwise participating in the Challenge, or for any computer system, phone line, hardware, software or program malfunctions or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, Challenge Entities are not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, stolen, or (if applicable) postage-due submissions or prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet Service Providers, web sites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, or difficulties, printing errors, clerical, typographical or other error in the offering or announcement of the prize or in any prize notification documents, or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information.

7.9 If, for any reason, the Challenge is not capable of running as planned, including, due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Challenge Entities which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Challenge, the Challenge Entities reserve the right in its sole discretion to cancel, terminate, modify, suspend or extend the Challenge and, in the event of any termination or cancellation, select a winner(s) from among all eligible, non-suspect entries received prior to the termination or cancellation.

7.10 In the event the Challenge Entities are prevented from awarding prizes or continuing with the Challenge as contemplated herein by any event beyond their control, including but not limited to fire, flood, natural or man-made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis (e.g. SARS), order of any court or jurisdiction, or other cause not reasonably within the Challenge Entities' control (each a "Force Majeure" event or occurrence), then subject to any governmental approval which may be required, the Challenge Entities shall have the right to modify, suspend, or terminate the Challenge.

7.11 If the Challenge is terminated before the designated end date, Challenge Entities will (if possible) select the winner(s) from among all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Only the type and quantity of prizes described in these Challenge Rules will be awarded. Challenge Entities reserve the right to terminate on-line entry if technical difficulties compromise the integrity or ability to continue on-line entry.

7.12 Any attempt by an Entrant or any other individual to deliberately damage the Website or undermine the legitimate operation of the Challenge, or to annoy, abuse, threaten or harass any other person in connection with the Challenge, is in violation of criminal and civil laws and should such an attempt be made, the Challenge Entities reserve the right to disqualify the applicable individual and seek damages and other remedies from any such person to the fullest extent permitted by law.

7.13 Each Entrant hereby acknowledges and agrees that the relationship between the Entrant and the Challenge Entities is not a confidential, fiduciary, or other special relationship, and that the Entrant's decision to provide the Entrant's Entry Materials to Challenge Entities for purposes of the Challenge does not place the Challenge Entities in a position that is any different from the position held by members of the general public with regard to elements of the Entrant's Submission. Each Entrant acknowledges and agrees that the Challenge Entities do not now and shall not have in the future any duty or liability, direct or indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of the copyright in and to the Entry Material. Finally, each Entrant acknowledges that, with respect to any claim by Entrant relating to or arising out of Challenge Entities' actual or alleged exploitation or use of any Entry Material or other material submitted in connection with the Challenge, the damage, if any, thereby caused to the applicable Entrant will not be irreparable or otherwise sufficient to entitle such Entrant to seek injunctive or other equitable relief or in any way enjoin the production, distribution, exhibition or other exploitation of the Entry Material, and Entrant's rights and remedies in any such event shall be strictly limited to the right to recover damages, if any, in an action at law.

7.14 A list of winners will be available on the Challenge website until 31 December 2010.

7.15 Contest Sponsor: Levi Strauss & Co., 1155 Battery Street, San Francisco, CA 94111, USA.

7.16 If any provisions of these Challenge Rules are determined to be invalid or unenforceable, these Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or unenforceable provision were not contained herein.

7.17 This Challenge will be governed by the laws of England.