

# T&C for Minecraft Effect Challenge

## MINECRAFT EFFECT CHALLENGE OFFICIAL RULES

### 1. SPONSOR

These Official Rules ( “Rules” ) govern the operation of the Minecraft Effect Challenge Contest ( “Contest” ). Microsoft Corporation, One Microsoft Way, Redmond, WA, 98052, USA, (together with its Affiliates, “Microsoft” ) and Tiktok Inc., 5800 Bristol Parkway, Culver City, CA 90230, USA (together with its Affiliates, “TikTok” ) are the Contest sponsors ( “Sponsors” ).

### 2. DEFINITIONS

In these Rules, “Sponsors,” “we,” “our,” and “us” refer to the Sponsors, and “you” and “yourself” refers to a Contest participant, or the parent/legal guardian of any Contest entrant who has not reached the age of majority to contractually obligate themselves in their legal place of residence. By entering, you (your parent/legal guardian if you are not the age of majority in your legal place of residence) agree to be bound by these Rules. “Affiliate” of a Sponsor means an entity (a) which is directly or indirectly controlling that Sponsor; (b) which is under the same direct or indirect ownership or control as that Sponsor; or (c) which is directly or indirectly owned or controlled by that Sponsor. For these purposes, an entity shall be treated as being controlled by another if that other entity has fifty percent (50%) or more of the votes in such entity, is able to direct its affairs and/or to control the composition of its board of directors or equivalent body.

### 3. ENTRY PERIOD

The Contest starts at 12:00 a.m. Pacific Time (PT) on June 25, 2024, and ends at 11:59 p.m. PT on July 24, 2024 ( “Entry Period” ).

### 4. ELIGIBILITY

To enter, you must be (a) a legal resident of a country where the TikTok application is available, and (b) eighteen (18) years of age or older. If you are eighteen (18) years of age or older but have not reached the age of majority in your legal place of residence, then you must have consent of a parent/legal guardian.

Employees and directors of Microsoft, Tiktok, and their respective Affiliates and advertising agencies not eligible, nor are persons involved in the execution or administration of this promotion, or the family members of each above (parents, children, siblings, spouse/domestic

partners, or individuals residing in the same household). Void in Cuba, Iran, North Korea, Sudan, Syria, Region of Crimea, Russia, and where otherwise prohibited by law.

## 5. HOW TO ENTER

To create and submit your entry, complete the following steps.

1. Create a new account or use an existing account on [www.tiktok.com](http://www.tiktok.com); and
2. Visit the Contest website at <https://effecthouse.tiktok.com/latest/active-challenges/minecraft-2024>;
3. Download and create an effect in one (1) of the following categories using Effect House:
  - a. Racing Game Effects: Create a game using AR features in Effect House, and let users control their Minecraft characters to join a racing challenge
  - b. Puzzle Game Effects: Create a funny puzzle game that requires users to complete the challenge and help Minecraft characters
  - c. AR Character Effects: Bring Minecraft characters into the real world, or use features like **Head Tracker** and **Body Avatar Drive** to transform the user into a Minecraft character

Note: While you may use brand-approved assets from the Minecraft Asset library to create your entry, you are not required to do so in order to win a prize.

4. Under the “Publish Effect” form, complete the required fields and select “Minecraft Effect Challenge” under the “Challenge” category;
5. Click “Next” to review your submission; and
6. Click “Submit” to submit your entry for consideration.

Once an effect is actually received by us, it is referred to in these Terms as an "Entry". You may enter as many Entries as you want.

Entries will be declared invalid if they are late, illegible, incomplete, damaged, or otherwise irregular. The sole determinant of time for the purposes of this Challenge, including receipt of a valid Entry, will be the Challenge computer servers. Entries generated by script, macro or other automated means are void. You may participate using only one TikTok account. If you attempt or are suspected of attempting to enter using more than one TikTok account, or using robotic, automatic, programmed or any other methods of participation not authorized by these Terms, it shall be deemed as tampering and will void your Submission.

No purchase or payment is necessary to participate or win, and a purchase or payment does not increase the chances of winning.

## 6. ELIGIBLE ENTRY

To be eligible, an entry must meet the following content/technical requirements:

- Your entry must be your own original work; and
- Your entry cannot have been selected as a winner in any other contest; and
- You must have obtained all consents, approvals, or licenses required for you to submit your entry; and
- To the extent that entry requires the submission of user-generated content such as software, photos, videos, music, artwork, essays, etc., entrants warrant that their entry is their original work, has not been copied from others without permission or apparent rights, and does not violate the privacy, intellectual property rights, or other rights of any other person or entity. You may include Microsoft trademarks, logos, and designs, for which Microsoft grants you a limited license to use for the sole purposes of submitting an entry into this Contest; and
- Your entry may NOT contain, as determined by us in our sole and absolute discretion, any content that is obscene or offensive, violent, defamatory, disparaging, or illegal, or that promotes alcohol, illegal drugs, tobacco or a particular political agenda, or that communicates messages that may reflect negatively on the goodwill of the Sponsors.

## 7. USE OF YOUR ENTRY

We are not claiming ownership rights to your Submission. However, by submitting an entry, you grant us an irrevocable, royalty-free, worldwide right and license to use, review, assess, test and otherwise analyze your entry and all its content in connection with this Contest and use your entry in any media whatsoever now known or later invented for any non-commercial or commercial purpose, including, but not limited to, the marketing, sale or promotion of the Sponsors' respective products or services, without further permission from you. You will not receive any compensation or credit for use of your entry, other than what is described in these Official Rules.

By entering you acknowledge that we may have developed or commissioned materials similar or identical to your entry and you waive any claims resulting from any similarities to your entry. Further you understand that we will not restrict work assignments of representatives who have had access to your entry, and you agree that use of information in our representatives' unaided memories in the development or deployment of our products or services does not create liability for us under this agreement or copyright or trade secret law.

Your entry may be posted on a public website. We are not responsible for any unauthorized use of your entry by visitors to this website. We are not obligated to use your entry for any purpose, even if it has been selected as a winning entry.

## 8. WINNER SELECTION AND NOTIFICATION

Pending confirmation of eligibility, potential prize winners will be selected by Microsoft or their Agent or a qualified judging panel from among all eligible entries received based on the following judging criteria:

- **Relevance to the theme (40%):** Effect must follow the specified theme
- **Creativity (30%):** Effect must be unique and innovative
- **Seamless experience (30%):** Creators must be able to understand and use the effect with ease

Winners will be selected from among all eligible entries received within fourteen (14) days following the Entry Period. In the event of a tie between any eligible entries, an additional judge will break the tie based on the judging criteria described above. The decisions of the judges are final and binding. If we do not receive enough entries meeting the entry requirements, Microsoft may, at its discretion, select fewer winners than the number of Contest Prizes described below. If public vote determines winners, it is prohibited for any person to obtain votes by any fraudulent or inappropriate means, including offering prizes or other inducements in exchange for votes, automated programs or fraudulent i.d' s. Microsoft will void any questionable votes.

Winners will be announced on the web page and in the Discord community no more than fourteen (14) days following judging with prize claim instructions, including submission deadlines. If a selected winner cannot be contacted, is ineligible, fails to claim a prize or fails to return any forms, the selected winner will forfeit their prize and an alternate winner will be selected time allowing. If you are a potential winner and you are eighteen (18) years of age or older but have not reached the age of majority in your legal place of residence, we may require your parent/legal guardian to sign all required forms on your behalf. Only three (3) alternate winners will be selected, after which unclaimed prizes will remain unawarded.

## 9. PRIZES

The following prizes will be awarded by TikTok:

**Netherite Level Winner (1):** \$10,000 (Chosen for the best overall effect created for the Minecraft Effect Challenge)

**Best Racing Game (1):** \$3,000

**Best Puzzle Game (1):** \$3,000

**Best AR Character (1):** \$3,000

**Excellent Minecraft Effect (11):** \$1,000

The total value of all prizes: \$30,000.00 USD.

We will only award one (1) prize per person during the Entry Period. No more than the stated number of prizes will be awarded. No substitution, transfer, or assignment of prize permitted, except that Tiktok reserves the right to substitute a prize of equal or greater value in the event the offered prize is unavailable. Except for applicable manufacturer' s limited warranties and any rights you may have under your local laws, prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied (including any implied warranty of merchantability or fitness for a particular purpose); you assume the entire risk of quality and performance, and

should the prizes prove defective, you assume the entire cost of all necessary servicing or repair. Prize winners may be required to complete and return prize claim and/or tax forms ( “Forms” ) within the deadline stated in the winner notification. Taxes on the prize, if any, are the sole responsibility of the winner, who is advised to seek independent counsel regarding the tax implications of accepting a prize. By accepting a prize, you agree that the Sponsors may use your entry, name, image and hometown online and in print, or in any other media, in connection with this Contest without payment or compensation to you, except where prohibited by law.

#### 10. ODDS

The odds of winning are based on the number of eligible entries received.

#### 11. GENERAL CONDITIONS AND RELEASE OF LIABILITY

To the extent allowed by law, by entering you agree to release and hold harmless Microsoft, TikTok, and their respective partners, Affiliates, employees, and agents from any and all liability or any injury, loss, or damage of any kind arising in connection with this Contest or any prize won.

All local laws apply. The Sponsors’ decisions are final and binding.

We reserve the right to cancel, change, or suspend this Contest for any reason, including cheating, technology failure, catastrophe, war, or any other unforeseen or unexpected event that affects the integrity of this Contest, whether human or mechanical. If the integrity of the Contest cannot be restored, Microsoft may select winners from among all eligible entries received before we had to cancel, change or suspend the Contest.

If you attempt or we have strong reason to believe that you have compromised the integrity or the legitimate operation of this Contest by cheating, hacking, creating a bot or other automated program, or by committing fraud in any way, we may seek damages from you to the full extent of the law and you may be banned from participation in the Sponsors’ future promotions.

#### 12. USE OF YOUR ENTRY

Personal data you provide while entering this Contest will be used by the Sponsors and/or their agents and prize fulfillers acting on the Sponsor’ s behalf only for the administration and operation of this Contest and in accordance with the Sponsor’ s respective privacy statements. See here for Microsoft’ s Privacy Statement, and here for Tiktok’ s Privacy Statement.

#### 13. GOVERNING LAW

This Contest will be governed by the laws of the State of Washington, and you consent to the exclusive jurisdiction and venue of the courts of the State of Washington for any disputes arising out of this Contest.

#### 14. WINNERS LIST

Send an email to [minecraftcontest@microsoft.com](mailto:minecraftcontest@microsoft.com) with the subject line “Minecraft Effect Challenge Contest winners” within thirty (30) days of August 15, 2024 to receive a list of winners that received a prize worth \$25.00 USD or more.