

POSITIVE
MAGAZINE

IN COLLABORATION WITH

IT-A *Italian Artists T-shirt*

PRESENTS

YOUR TEE FOR

2012 Men Fashion Week Milano

Contest from 28/11/2011 to 07/12/2011

FOR INFO AND OFFICIAL RULES www.positive-magazine.com

YOUR TEE FOR 2012 MEN FASHION WEEK MILANO

MILANT-SHIRT DESIGN COMPETITION PROMOTED BY POSITIVE MAGAZINE IN COLLABORATION WITH IT-A ITALIAN ARTISTS T-SHIRT. OPEN TO ALL READERS OF POSITIVE MAGAZINE, WITH LEGAL AGE OLDER THAN 18. NO PURCHASE REQUIRED TO ENTER OR WIN.

INTRODUCTION.

This T-Shirt Design Contest gives participants the opportunity to design a T-shirt for IT-A Italian Artists T-shirt, to be presented by on Positive-Magazine during Milan's menswear fashion week in Jan 2012. Out of all participants will be selected 7 winners, whose t-shirt graphic design will be realized, printed, shown and shot.

All winners will receive two (2) T-shirts with their winning design and the opportunity to participate at the shooting day during MFW Milano and be featured in an upcoming editorial for the Magazine.

ORGANIZERS // SPONSOR:

Positive-Magazine
IT-A Italian Artists T-shirt

TO ENTER.

To enter the Contest, during the Entry Period from 28/11/2012 to 07/12/2012 eligible participants must:

1) Download and complete all the required information of the Official Entry Form available at www.positive-magazine.com individuals may Submit up to four (4) designs and must complete a separate entry form for each design.

You have to fill the e-mail with this data:

- 1) Name and surname
- 2) Date of birth
- 3) Country
- 4) City
- 5) E-mail contact

2) **Theme for your submission.** There is one general theme: "A Menswear Design for 2012" that every participant is free to interpretate.

3) **Email your design** to tshirt@positive-magazine.com with all the information requested.

4) **create a low resolution version** 72dpi, dimensions 15x15cm, jpg format and send to the address: tshirt@positive-magazine.com

5) **convert the design** into jpg form with resolution 300 dpi dimensions 40x40cm. This will be asked to those who will be selected to have their design printed on the t-shirts.

6) **the design is now eligible** for the prizes and will be published on the contest's official facebook page to be voted.

7) **designs will be voted** online between **1 and 10 Dec 2011**. IT-A will produce the T-shirts by the 10th of Jan and lately shot by Positive-Magazine during the fashion week days in Milano.

Any designs with the required entry forms **not received** by December 7, 2011 at 11:59 p.m. EST will be automatically disqualified from for the Contest.

After submission, if the rules above are followed, the design shall be considered a "Submitted Design," and entrants will be entered into the Contest and will each qualify as a "Participant."

The Sponsor reserves the right, in its sole and unfettered discretion, to disqualify at any time during the Contest any Submitted Design that it believes may infringe on the rights of any third parties. All entries and Submitted Designs become the sole property of Sponsor and will not be returned.

In the event of a dispute, all electronic entries will be deemed made by the authorized account holder of the e-mail address submitted at time of entry. The authorized account holder is deemed to be the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization that is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. Limit of four (4) entries per person.

More than four (4) entries per person will void all entries from that person, as applicable.

SUBMITTED DESIGN REQUIREMENTS:

All Submitted Designs must be the original work of the Participant, must not have been previously exhibited, recorded or transmitted, and must not contain the trademarks, designs, copyrighted works, intellectual property, names, likenesses or images of any person or entity or otherwise infringe upon the copyrights, trademarks, privacy, publicity or other intellectual property rights of any person or entity. Final submitted Designs must not exceed 250-300 dpi.

Designs sent by e-mail should be 72 dpi, dimensions 15x15cm.

Submitted Designs will not be accepted or eligible if they contain content or material of any kind that violates or is inconsistent with these Official Rules, including, without limitation, any content that contains (or appears to contain):

- (i) explicitly profane or obscene material;*
- (ii) endorsement (or encouragement) of illegal drug use, alcohol abuse or other illegal activity;*
- (iii) pornographic nudity, profanity, extreme or gratuitous violence;*
- (iv) offensive language, to be evaluated by Sponsor based on context and societal acceptability;*
- (v) any express or implied commercial endorsement; any derogatory characterization of any person or group based on age, race, colour, gender identity and expression, sexual orientation, religious beliefs, marital status, mental or physical disability, citizenship, creed, national origin, physical appearance, political affiliation, union membership, or other ethical or unlawful factors;*
- (vi) any unauthorized use of copyrighted or proprietary material; or*
- (vii) depictions of any conduct, language or other context deemed inappropriate by the Sponsor or any of the judges selected by the Sponsor.*

Additionally, Sponsor reserves the right to disqualify any Submitted Design that it deems, in its sole discretion, to violate any of the policies of Sponsor's Standards and Practices Guidelines.

USE OF DESIGNS:

Sponsor shall have an irrevocable, perpetual, universe-wide, fully paid-up and royalty-free license to copy, excerpt, edit and repurpose all Submitted Designs which meet the specified requirements, and to use, re-use, publish, re-publish and otherwise exploit such Submitted Designs in whole or in part, individually or in conjunction with other photographs or images, in any and all media now known or hereafter devised and for any purpose whatsoever, including, without limitation, for use in advertising, promotion and trade and on merchandise, throughout the universe and to use the name, likeness and photograph of each Participant in connection therewith if Sponsor so chooses in its sole discretion without any additional compensation to Participant. Each Participant agrees that they will not be compensated for submitting any Submitted Designs. Only Submitted Designs which are submitted in accordance with all applicable rules governing this Contest will be eligible for selection.

Winner designs will be printed on limited edition t-shirts of 10 items each.

TIMING:

The "**Contest Period**" begins at 9:00 a.m. Eastern Standard Time on: 28/11/2011, and ends at 11:59 p.m. Eastern Standard Time on December 10/12/2011

Completed Official Entry Form along with the designs can be sent to tshirt@positive-magazine.com Designs from 9:00 a.m. Eastern Standard Time on 28/11/2011, until at 11:59 p.m. Eastern Standard Time on December 07/12/2011 (the "**Entry Period**").

Entries received prior to or after the Entry Period are disqualified.

The eligible designs will be published on Positive Magazine facebook page from 9:00 a.m. Eastern Standard Time on 01/11/2011, until 11:59 p.m. Eastern Standard Time on December 10/12/2011 (the "**Vote Period**").

During the Vote Period will be possible to vote the designs through the like button on facebook.

On 9:00 a.m. Eastern Standard Time on 12/12/2011 the **list of winners** will be published on Positive Magazine facebook page and official website.

USE OF DATA.

Sponsor will be collecting personal data about Participants (including, without limitation, e-mail addresses) when they enter the Contest. By participating in the Contest, Participants hereby agree to that all personal information collected by Sponsor may be used in accordance with and subject to Sponsor's Privacy Policy.

AGREEMENT TO OFFICIAL RULES:

Participation in the Contest constitutes Participant's full and unconditional agreement to and acceptance of these Official Rules and Sponsor's Privacy Policy and willingness to be contacted by telephone and/or email. If any provisions of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

SELECTION OF POTENTIAL WINNERS:

All eligible Submitted Photos will qualify the submitter to be a Potential Winner. The Potential Winners must comply with all terms and conditions set forth in these Official Rules and winning is contingent upon fulfilling all requirements. The Potential Winners will be notified online on Posi+ive Magazine website (www.positive-magazine.com) and on the official face book page of the competition on Dec 12, 2011. If the Potential Winner cannot be contacted or does not respond within three (3) days of Sponsor's first attempt to contact such Potential Winner, the next highest scoring entrant will be declared the Potential Winner, subject to the same conditions herein.

PRIZES:

Each of the seven (7) winners will receive:

- i) Name of the designer printed on the T-shirt
- ii) Two (2) T-shirts with their winning design
- iii) The opportunity to be featured in an upcoming Posi+ive Magazine editorial.
- iiii) The opportunity to participate at the T-shirt presentation and the following shooting during Milan Fashion Week.

CONDITIONS OF WINNING:

The 7 designs that on 11:59 p.m. Eastern Standard Time on December 10/12/2011 will get the highest scoring by the like button on the Positive Magazine facebook page Contest Album will be declared Winners.

By participating in this Contest, each Participant hereby warrants and represents that the Submitted design entered, created or submitted by such Participant shall not infringe the rights of any person or entity, and that such Participant has obtained all permissions, licenses and rights required (other than the right to use the Recording, which is granted to such Participant hereunder solely for the purposes of and in strict accordance with the rules of this Contest) to lawfully participate in this Contest. Without limiting the generality of these Official Rules, Winner shall irrevocably grant, transfer, convey and assign to Sponsor the entirety of the rights in and to the Submitted design and all renewals and extensions of copyright, and the right to secure copyright registrations thereto in perpetuity including, without limitation, the rights to use the Submitted design for any and all purposes in any and all media whether now known or hereafter developed, throughout the universe, in perpetuity. Winner accepts and acknowledges that Sponsor shall not be obligated to use the Submitted Design, except on the Posi+ive Magazine and IT-A Italian Artists T-shirt website and facebook page as set forth hereinabove, and that Sponsor in its sole discretion shall have the right to refrain from using the Submitted Design. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. In this connection, Potential Winner will indemnify Sponsor and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms.

CAUTION: ANY ATTEMPT BY A PARTICIPANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

WINNER LIST:

For a copy of the Winner List or Official Rules, send a e-mail to:
tshirt@positive-magazine.com

All requests must be received by Jan 10, 2012. Please note on the e-mail object that you are requesting the name of the "Winners".

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