

DESIGN GUIDELINES

WHL, manufacturers and distributors of Samsonite Baby Travel has organized a competition for the design of an innovative product in relation to travelling with babies and toddlers.

This competition is free to all participants.

Eligibility extends to all students, designers, engineers, inventors, design studios, companies and research laboratories from anywhere in the world. Contestants must be over the age of 18

You are free to choose any subject and product relating to travelling with babies, toddlers and parents. Your design should represent real innovations that consider the mobility, ease of use and comfort of the end user.

Categories you may consider but are not limited to, are:

- Transport
- Sleeping
- Safety
- Feeding
- Play Time
- Bathing
- Changing

Your submission must be in English, and should consist of no more than 4 x A3 pages per design and a short written explanation of no more than 500 words.

Deadline for Submissions:
April 30, 2009

Requests for further information and explanations regarding the competition may be emailed to designcomp@baby-travel.com. The questions and answers will be published on our website at www.baby-travel.com/designcomp in the section FAQ.

DESIGN

COMPETITION

ELIGIBILITY

Eligibility extends to all designers, design studios, companies, engineers, research laboratories, inventors, design professionals and students from anywhere in the world. Competitors must be over the age of 18.

Groups of designers are also invited to participate, however, one individual must be appointed to have sole responsibility and act as contact person for the group, with W|H|L. Other group members may be listed as "co authors"

The First, Second, Third & Judges Prizes are awarded to the one individual who's name appears on the registration form.

All designs must be unpublished and must have been developed specifically for this competition

Each competitor must warrant that it owns the copyright, trademark, and other intellectual property rights in the design except as to material owned by others whom the competitor discloses in its submission.

If it is determined that a competitor is in any material way related to a juror, or to a current member of the staff of W|H|L, that competitor's project will be declared ineligible for a prize.

By participating in the Competition, you agree to the unconditional acceptance of the rules and regulations set forth by this Design Competition.

SCHEDULE

Deadline for Submissions:
April 30, 2009

Notification to First, Second and Third prizes and of Judge's Awards winners by
June 15, 2009

Results published on our website no later than June 30, 2009 and all prizes awarded by July 15, 2009

REGISTRATION

This Design Competition is free to all contestants.

Competitors should register online at <http://www.baby-travel.com/designcomp> to obtain a registration number to be used in identifying their submissions.

Competitors may submit up to three designs. A separate registration must be made, and identifying registration number used for each design.

Completion of registration is essential for participation in the competition.

SUBMISSION OF ENTRIES

Submissions must be in English and should include no more than 4 x A3 pages per design and an additional page of short written explanation of no more than 500 words. Explanations should focus on the innovation and other design characteristics (refer Judging Criteria) and include the materials and any other information considered useful.

Use of colour is permitted.

Competitors can choose whether to illustrate the design using drawings or images which, however, must be included in the above mentioned submission. Photographs of prototypes or samples are also allowed.

Submissions by the competitors must not be signed; they should be marked with the registration number, page no. and if you wish project name, in the bottom right hand corner of each page.

Submission can be made online at <http://www.baby-travel.com/designcomp> by clicking on "Entry Submission". Each presentation page should be no more than 1mb in file size and files can be in the format of .jpg, .ai, .pdf or .eps
Entries made on line must be made by midnight GMT on 30th of April, 2009

Submission can be made by post or courier to
Weybury Hildreth Ltd.,
14 & 16 The Village, Bridgnorth Road,
Enville nr Stourbridge,
West Midlands, DY7 5HA
United Kingdom

Entries made by post or courier despatch must occur no later than 30th of April, 2009, which cannot be extended (the postmark or the delivery note will be taken as proof); however, no designs which arrive more than 10 days after the date set for handing in, due to errors, will be accepted.

DESIGN

JUDGING PROCESS

Submissions will be verified for eligibility requirements upon receipt at W|H|L. Entries deemed ineligible will be removed from consideration. Submissions deemed eligible will be stored at W|H|L until the deadline for entries.

Any information within the submission identifying the contest will be removed.

A panel comprised of five international judges from the design and infant products industry will be appointed.

Each judge will examine every submission, and indicate the registration numbers of their preferred designs on a form, to be sealed in an envelope, and submitted to executives of W|H|L.

Judges will rate the entries according to their own personal judgment, but in addition will be asked to take into account the following criteria:

- Degree of Innovation
- Quality and clarity of presentation materials
- Functionality and Usefulness
- Aesthetic Quality
- Ergonomics and Comfort for the End User
- Feasibility & Cost of Manufacture
- Marketability
- Sustainability

The entry receiving the most votes will be considered the winning entry.

In case of a tie, a second round of judging will be held on the merits of the tied entries only. In the case that one of the judges cannot attend this session, then he or she will receive digital scans of all the finalists to allow for the voting to continue within the Design Competition's timelines.

The judging panel, by a majority vote, has the sole authority and responsibility to recommend winners at the end of the competition. The judging panel's decisions are confidential and final.

Each judge will have the option to select, at his or her own discretion, a particular design which in that judge's opinion warrants a special honorary mention. Such award will be an additional W|H|L Award which will bear that judge's name.

All winners will be notified by June 15, 2009

COMPETITION

PRIZES

The total prize money is €11,500, divided as follows:

The 1st Prize winner will receive a cheque for €5000 (five thousand euros)

The 2nd Prize winner will receive a cheque for €3000 (three thousand euros)

The 3rd Prize winner will receive a cheque for €1000 (one thousand euros)

The five Judges Award winners will each receive a cheque for €500 (five hundred euros)

It is the responsibility of the prize winners to declare their prize money to their relevant authorities and pay any taxes due

The winners will be notified by telephone and/or in writing by June 15, 2009 and prizes will be awarded by July 15, 2009

Should the Contest end without a merit list and without a winner due to a lack of suitable designs, the Judging Panel may, at its own discretion, split the prize money among the participants, which, according to their opinion, deserve particular acknowledgment.

EXHIBITION & PUBLICATION

W|H|L engages to present the initiative widely and to give the best value to the results of the contest by means of the most suitable actions.

The competitors authorize W|H|L, at no charge, to reproduce any and all parts of the submissions including competitor name/s for the purpose of publication, and/or exhibition in any form or media including on its website for commercial and/or advertising purposes within the framework of the publicity campaign carried out in relation to the Design Competition. W|H|L will make every effort to properly credit the appropriate competitors.

However, the competitors who are not selected as the winners have the right to request, in writing within 15 days of the results being published, that they don't want their work to be published.

The names of the winners will be listed on the website www.baby-travel.com/designcomp from June 30, 2009

W|H|L will inform all the participants of the results of the competition

DESIGN

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RIGHT OF USE

Each competitor by sole virtue of entering this competition undertakes, in the event that it be one of the prize winners, to assign to WH|L, for the term of the intellectual property validity and for all countries, all the pecuniary rights accruing to his/her project.

If competitors are making use of any copyright, trademark or other intellectual property in their entry, they must identify them clearly as such, and provide all intellectual property references accompanying their submission forms.

All winning drawings, photographs, photocopies, and other physical materials submitted to the competition become the property of WH|L, and may be retained for possible exhibition and publication.

These rights shall include the rights to reproduce, represent, modify and adapt the project, in any manner, in any form, by any process and on any medium whatsoever, existing or future.

This means in particular that WH|L shall be able to make any adaptation to one or more of the winner's projects that it deems necessary if it plans to develop and use this or these projects. WH|L shall thus be able to proceed with all the adaptations it would deem necessary for the eventual production of a prototype and manufacture of the winning project.

The competitors shall recognise that the prizes awarded to the winners constitute the consideration of the assignment of the intellectual property accruing to their project and for the various authorisations granted to WH|L. The competitors thus undertake not to claim any right to any compensation whatsoever on these grounds, other than what is provided in these rules.

At its sole discretion, WH|L may also offer any other entrant the option of entering into an agreement, on the payment of a sum not exceeding the first prize amount, to develop and market such entrant's design in WH|L's line of products.

RETURN OF SUBMISSIONS

All the submissions not winning an award may be collected by the competitors at the WHL Office, from July 15 to August 15, 2009.

Once this deadline is reached, WHL is implicitly authorised not to keep any drawings received.

INTELLECTUAL PROPERTY

The competitor expressly recognise that these Terms and Conditions do not invest them with any property right on the trademarks, design and models, logos and graphic designs or any other work that may be intellectual or industrial property of which Weybury Hildreth Limited or the Samsonite Corporation may be the owner.

FORCE MAJEURE/EXTENSION

WH|L reserves the right to shorten, extend, modify or cancel the contest in the even of force majeure or if so required by circumstance external to WH|L, and shall except no liability therein.

WH|L shall not be liable in the event that access to the website and/or viewing of the website should prove to difficult or impossible for the participants. No claim shall be accepted on these grounds.

WH|L shall not be liable should the data relating to a competitor's registration or submission fail to reach it for any reason for it is not liable (e.g. a problem with the internet connection, momentary failure of our servers for any reason, etc) or reach it in an illegible or non-processable form (e.g. if the competitors computer hardware or a software environment that is inadequate for his/her registration or submission, etc)