

Outside the Box Holiday Gift Wrap Challenge

Submissions Deadline: Tuesday, August 27, 2013 at 10am PDT

At Minted we believe that when giving gifts, what's outside the box matters almost as much as what's inside. That's why Minted is launching our first-ever personalizable holiday wrapping paper collection. We're asking you, the Minted design community, to design modern, unique, personalizable gift wrap designs to make Minted customers' gifts even more special this holiday season. Think about all types of personal touches that you would want to have on your own wrapping paper, from photos to custom text. We're looking for creative, out of the box ideas!

PRIZES:

The top-rated designs, as voted by the community, will receive the following prizes:

- **FIRST PRIZE: \$750** ■ **SECOND PRIZE: \$500**
- **THIRD-FIFTEENTH PRIZES: \$100**

SPECIAL PRIZES:

We will award special prizes to these individual designs, decided by Minted's editorial team:

- **Interests Award** for the best gift wrap design that reflects a popular hobby or interest, such as gardening, cooking (not just desserts, please!), wine, fishing, sewing/knitting, photography, painting, and more: **\$350**
- **Out of the Box Award** for a holiday gift wrap design that incorporates personalization in a highly creative way: **\$300**
- **Clever Text Award** for the holiday gift wrap design that incorporates the most clever personalized text idea: **\$300**
- **Photogenic Award** for the holiday gift wrap design that best incorporates a customer photo: **\$300**
- **What's in a Name Award** for the design that best incorporates a customer's name or initials: **\$150**
- **Merry and Bright Award** for the best design that uses bold and bright non-traditional colors, while still conveying the holiday spirit: **\$150**
- **'Tis the Season Award** for the best Christmas gift wrap design: **\$150**
- **Gender Neutral Award** for a design that the men will love too: **\$150**
- **Kids Award** for the best children's gift wrap design: **\$150**

EDITOR'S PICKS AWARDS:

Minted will select additional designs for sale as Editor's Picks, with those designers receiving **\$100** prizes. All top placeholders and Editor's Picks (including special award recipients) will earn a commission of 6% of net sales of the products sold, in addition to the cash prizes.

Creative Notes:

- Please ensure that personalizable elements appear across the 13"x19" area, not just in one area of the sheet.
- Your 13"x19" design does not necessarily need to repeat vertically or horizontally. You may also use the entire 13"x19" space to create a unique gift wrap, as long as personalizable elements appear across the 13"x19" area.
- Gift wrap will be sold in packs of five 13"x19" sheets (so you should not include the recipient's name in your design).
- If your design contains small elements, please feel free to upload a closeup image in the comments section beneath your design.
- We are accepting both photo and non-photo designs, but are primarily looking for photo designs. Photos for you to use are provided in the Submission Kit.
- We're seeking designs for different end-of-year holidays (Christmas, Happy Holidays, Happy Hanukkah, Chinese New Year, etc.) and for all kinds of personalities, so think outside the box!
- If your design is picked, you may be asked to design a matching gift tag.
- **DIMENSIONS:** 13"x19" rectangular sheers, one-sided printing. Please allow for a .1" bleed.

Other things to consider:

- In submitting multiple designs, do not submit the same design in multiple colorways (or slight variations of the same design).
- Choose unique names for your designs. Be creative! Also, do not include the phrase 'Gift Wrap' in your title. This will be added automatically.
- Please use only alpha-numeric characters in the design names (e.g., no commas, semi-colons, dollar signs, etc.). Be aware that adding spaces or other characters amidst the letters may, in the future, make a search for your design difficult.

What Happens Next?

- After you submit your design, you are able to **edit your design** as many times as you want before the launch of voting. Simply login to your Design Studio, click on "Manage Your Collection" and click "edit" under the design you wish to edit.

Outside the Box Holiday Gift Wrap Challenge

All submissions must be received by 10am PDT, 8/27/2013

1 Create your designs

You will be designing gift wrap (dimensions: 13"x19"). You may submit multiple designs, however, you cannot submit the same design in multiple colorways. We have provided templates in the submission kit.

- Final artwork must be in CMYK mode. Please no spot colors or RGB colors. You may use the Pantone® Color Bridge® CMYK/Uncoated guide, but be sure to always create your files using the CMYK build. At this time we are unable to print spot colors, metallic or other specialty inks, and we are unable to allow die-cuts, folds, foil stamping, embossing, ribbons/embellishments, or other 'fancy stuff'.
- If your design is selected, final artwork will be required in Adobe® InDesign® or Illustrator® format only. Designs will need to be in CMYK, and bitmap elements at a minimum 300 dpi at size. All textual typesetting must be editable in Illustrator or InDesign, however, any font that is used as a graphic element (i.e. dingbats, motifs, flowers, etc.) must be converted to outlines. We no longer accept Photoshop® files in final artwork. Please include all linked files. Bitmap elements should be in TIFF format (NO JPEGs).

2 Create low-res submission files

Upload a JPEG or GIF of your design. Your file must be 200kb, with the larger side at 550px maximum.

3 Read and accept the Terms and Conditions

As part of the Entry Form, you will be asked to thoroughly read and agree to the Minted Terms and Conditions for Design Submissions. NOTE: Terms and Conditions are updated each challenge, and there is important information that you should know about. The Minted Terms and Conditions are included with this document.

4 Fill out Online Entry Form and submit designs

Submit your design at by clicking "submit a design" at www.minted.com/contest. You may be asked to log in or create an account. Please fill in the form completely, and upload your Submission Image. PLEASE CHOOSE A UNIQUE NAME for your design, using only alpha-numeric characters (e.g., no commas, semi-colons, dollar signs, etc.).

How to prepare your submissions for the Web:

- For submission, your file must be no larger than 550 x 550 pixels, under 200kb, and in JPEG or GIF format. Files that are too large will not be accepted. JPEGs must be in RGB color mode.

Designs Created in Illustrator

- From the File Menu in Illustrator, select 'Save for Web & Devices...'
- We recommend selecting the Preset 'JPEG High.' Quality 60 is usually fine, but it can be optimized as you see fit to get the best file size/quality ratio.
- Just below the presets menu, click on the 'Image Size' tab. Make sure the 'Constrain Proportions' box is checked.
- Set the larger side of your design to 550 pixels and click on the 'Apply' button, then save.

Designs Created in InDesign

- From the File Menu in InDesign, select 'Export.' Below the 'File name:' box you will see the 'Save as type:' drop down menu where you will select JPEG.
- Once you click on the 'Save' button an export JPEG menu will pop up. Select a resolution of '72' from the drop down menu.
- Once you've saved your image from InDesign, open the file in Photoshop to Save for Web. From the File Menu in Photoshop, select 'Save for Web & Devices...'
- We recommend selecting the Preset 'JPEG High.' Quality 60 is usually fine, but it can be optimized as you see fit to get the best file size/quality ratio.
- Set the larger side of your design to 550 pixels, then save.

A Few Frequently Asked Questions.

See the the full FAQ at: <http://www.minted.com/designer-faq>

Who should I contact if I am having technical difficulties submitting?

Please read through the above FAQ first as your question may be answered there. If not, email us at designers@minted.com and someone will get back to you. We check this email regularly during the week, as well as the weekend before a submission deadline.

How can I submit artwork created in a physical medium?

You will need to scan in your artwork and create it at a high,

for-print resolution. For large-scale artwork, we suggest taking a high-quality photograph of the work or finding a local print shop or architectural firm that has the ability to scan larger items.

Can I use clip art in my designs?

Royalty-free clip art is permitted, but only as long as the source licenses the art for reproduction in items for sale. Many clip art books only allow for reproduction for 'personal use only'. Anything that you have to purchase online is not permitted. The reason for this is that Minted would then have to re-purchase that design if your entry was selected, likely at a much higher premium because of the scale of our reproduction.

Fonts

Minted licenses all the fonts that we use for print and online. We are not able to distribute fonts, so each artist must purchase his or her own. Please use fonts from our approved list (www.minted.com/designer-font-list). Although you may submit with other fonts for consideration in the challenge, keep in mind that fonts used in winning submissions that are not on that list will very likely be substituted. If you have any questions about fonts or potential substitutions, drop us a note at designers@minted.com and our resident font expert will happily help you out.

Repurposed Designs

At times we may want designs to be reworked and placed in multiple categories to expand their opportunity to sell, which benefits both Minted and the designer. It is our policy to not to pay more than one prize payment on the same design, whether the repurposed design was submitted to a challenge or a request was sent outside the challenge process. You will, of course, receive commissions on ongoing net sales for all originals and repurposes.

Minted, LLC Terms and Conditions for Design Submissions

Minted, LLC (“Minted,” “we,” “our,” or “us”) appreciates your participation in our “Outside the Box Holiday Gift Wrap Challenge” contest (“Contest”) via your submission of a design (hereinafter the “Design”). By submitting the Design to Minted, you agree to the following terms and conditions (“Terms and Conditions”):

You promise that each and every Design you submit to Minted (a) is your own original work, (b) has not been previously published, distributed, or reproduced anywhere by any means in any medium (including in any books or magazines or on any websites) other than in a single original work if the Design was first produced in a tangible medium (e.g., watercolor or other painting or photographic negative), (c) does not contain any trademarks, logos, or copyrighted material other than that which has been provided to you by Minted or that you solely own, and (d) does not contain any content subject to any right of publicity or privacy or any intellectual property belonging to any third party. You acknowledge that you will not use any content provided to you by Minted for any purpose other than to submit Designs incorporating such content to Minted in connection with this Contest.

You acknowledge that Minted may decline to select a Design for voting on Minted.com (our “Site”) or as the winner of a cash award as part of the Contest (a “Prize”) for any reason in its sole discretion.

If the Design is selected to be displayed by Minted for voting on our Site, then you grant us the right to upload, modify, reproduce, create derivative works of, and display the Design for the purposes of promoting Minted and this Contest on our Site and otherwise throughout the world, in Minted’s sole discretion, both during and after the Trial Period (as defined below).

You hereby license us the use of your name and identifying information and image (“Designer Name”) for purposes of promoting the Design both during and after the Trial Period.

If your Design is selected for a Prize by Minted, effective upon such selection, you hereby immediately and irrevocably assign to Minted the entire right, title, and interest in and to the copyright and all other intellectual property, “moral,” and other rights in your Design, including, if applicable, any original work (e.g., painting, photograph, or other work of art) on which the Design was based (collectively, the “Work”), including the right to sue for past infringement and the right to license the Work to third parties. For clarity, the assignment of your right, title, and interest relating to the Work does not take effect until and unless the Design is selected for a Prize by Minted.

Whether or not we select the Design for a Prize, you may not offer for sale, sell, or submit the Design to others or otherwise publish, distribute, or reproduce the Design or allow others to do so for any purpose until the date that is 90 days after the Contest’s submission deadline (the “Trial Period”). After the expiration of the Trial Period, if Minted has not notified you that it has selected the Design for a Prize, then you will be free to use the Design for any purpose. If the Design is selected for a Prize, (a) you may not reproduce, sell, or otherwise use or distribute the Design (or derivatives of the Design) in any manner whatsoever or allow others to do so, including making copies of the Design in any form for your personal

use or as gifts to friends or other third parties, and (b) if the Design was created from a tangible single original work (e.g., a painting), Minted grants you the right to display the original work and transfer it to someone else, but you, and anyone who obtains the original work from you, cannot reproduce or authorize others to reproduce the original in any medium or create derivative works of the original work.

Nothing in these Terms and Conditions obligates Minted to promote or sell the Design, even if the Design is selected for a Prize. Without limiting the foregoing, if the Design is selected for a Prize, Minted may, among other things, use the Design and your Designer Name in any manner, including but not limited to: (a) reproducing the Design and your Designer Name on products, (b) selling products (including but not limited to art prints, greeting cards, invitations, and stationery) bearing the Design and which may include or be associated with your Designer Name (subject to Minted’s obligation to pay you the Sales Commission as defined and described below), (c) changing or reworking the Design by making color or size changes, (d) making derivative works of the Design, (e) limiting and setting the edition size for production of the Design, (f) using the Design and your Designer Name on our Site and otherwise to promote Minted, and (g) registering the Work with the U.S. Copyright Office or any other copyright office in Minted’s or Minted’s designee’s name. You agree to provide Minted with any information as may be required in order to register the copyright in the Design if Minted so requests, at no additional cost to Minted.

During the Trial Period, we may display the Design in connection with use on products offered for sale to assess consumer interest, even if we have not yet selected your Design for a Prize. If a customer orders a product incorporating the Design, the Design will be deemed selected for a Prize and you will be compensated as if the Design were an Editor’s Pick.

If the Design is selected for a Prize, then we shall pay you a lump sum cash amount and a Sales Commission, as follows:

PRIZES:

As voted by the community:

- FIRST PRIZE: \$750
- SECOND PRIZE: \$500
- THIRD - FIFTEENTH PRIZES: \$100

SPECIAL PRIZES:

We will award special prizes to individual designs, decided by Minted’s editorial team:

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hobby or interest, such as gardening, cooking (not just desserts, please!), wine, fishing, sewing/knitting, photography, painting, and more: \$350

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- 'Tis the Season Award for the best Christmas wrapping paper design: \$150
- Gender Neutral Award for a design that the men will love too: \$150
- Kids Award for the best children's gift wrap design: \$150

All amounts are in U.S. dollars.

In addition, Minted may select additional pieces for sale as Editor's Picks, with those artists receiving \$100 prizes, as part of this Contest. Products based on the top 15 designs (as voted by the community) and Editor's Picks will be made available for sale on our Site, with those designers receiving 6% of net sales of the products sold (as further described below), in addition to the applicable cash Prize.

SALES COMMISSION: Designer will be paid a 6% commission on Net Sales of any Minted products sold by Minted that wholly incorporate the Design (the "Sales Commission"). "Net Sales" is defined as the retail price received by Minted from its customer, i.e., the price charged after any promotional discounts, shipping, and taxes, excluding chargebacks and returned and/or defective products. Minted may offer any products incorporating the Design at any price, for any amount of time in any market, in Minted's sole discretion. Sales Commissions shall be paid to you within 90 days from the end of each calendar quarter in which they were earned. Calculation of Sales Commissions shall be in Minted's reasonable discretion and shall not be subject to audit or other verification by you. If Minted believes that you have breached any provision of these Terms and Conditions, then Minted may cancel or suspend any payments of Sales Commissions to you without prejudice to any other rights Minted may have against you.

You alone shall be responsible for the payment of any tax that arises as a result of receiving payment from Minted, as we will not withhold any taxes from the Prize or Sales Commissions paid to you.

If your Design is selected for a Prize, the cash Prize will be sent to you within 90 days after Minted receives (a) high-resolution artwork of the

Design and matching accessories, selected for sale, deemed suitable for print, and (b) a signed version of any documents reasonably requested by Minted that confirm the terms set forth in these Terms and Conditions, including the assignment of the intellectual property rights in the Design from you to Minted. If the high-resolution artwork is not deemed suitable for print, as determined by Minted in its sole discretion, then Minted will notify you of the reason(s) for its determination by email. If, after providing you with written notice to produce high-resolution artwork, Minted does not receive high-resolution artwork for the Design selected for sale within 14 days, then Minted reserves the right to withdraw your Prize and refuse you payment for use of the Design.

You may also be required to submit an Inspiration Board if your Design is selected for a Prize. "Inspiration Board" means an A7 portrait-sized design containing photos or images that relate to and led to the creation of the Design. You must provide credits for all photos and images used, including the name of and link to the source. Inspiration Boards shall be considered "Materials" (as further defined below) and are required for all Designs selected for a Prize, regardless of the category.

You may not submit any materials, including, without limitation, photographs or other images, text, graphics, videos, visuals, sounds, data, files, links, or other materials including the Design ("Materials") that could infringe any rights of privacy or publicity, copyrights, or other intellectual property rights, unless you have the permission of the owner of these rights and the persons (or their parents or legal guardians, where applicable) who are shown or who have rights in or to the materials. Furthermore, you may not submit any Materials that may give rise to any civil or criminal liability under applicable law or expose Minted or its legal affiliates or partners to the threat of the same. We reserve the right to delete, move, or edit images, or suspend viewing or printing of any Materials if, in our sole discretion, we deem any submission abusive, defamatory, or in violation of laws or rights of privacy or publicity, copyrights, or other intellectual property rights or otherwise inappropriate or potentially to lead to civil or criminal liability. In the event that you post, submit, or upload non-Design Materials ("NDM"), such submission will not change the ownership status of those NDM, and you hereby grant us and our designees a worldwide, non-exclusive, sublicenseable (through multiple tiers), assignable, royalty-free, fully paid-up, perpetual, irrevocable right to use, reproduce, distribute (through multiple tiers), create derivative works of, and publicly display and perform (publicly or otherwise) such NDM. Please note that, while you may retain ownership of your NDM, any design, template, or layout in which you arrange or organize such NDM through tools and features made available through Minted is not proprietary to you, and can be used by Minted and others for any purposes. You acknowledge and agree that you have no rights in any such design, template, and/or layout, and such template or layout is the sole and exclusive property of Minted or its licensors.

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proprietary right of any third party, and are not unlawful, fraudulent, threatening, abusive, libelous, defamatory, obscene, or otherwise objectionable, and (c) you consent to the use of your likeness and you have obtained the written consent, release, and/or permission of every identifiable individual who appears in Materials to use such individual's likeness, for purposes of using and otherwise exploiting the Materials in the manner contemplated by these Terms and Conditions or, if any such identifiable individual is under the age of eighteen, you have obtained such written consent, release and/or permission from such individual's parent or guardian (and you agree to provide to Minted a copy of any such consents, releases, and/or permissions upon Minted's request).

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You agree not to use our Site to promote any products or services of any company that operates in competition with Minted.

GENERAL: Submission of the Design and checking the box acknowledging that you have read and agree to these Terms and Conditions constitutes your acceptance of these Terms and Conditions and creates a binding contract under California law. You may not assign or otherwise transfer any right or obligation herein without the prior written consent of Minted, which may be withheld in Minted's sole discretion. Any dispute between you and Minted shall be decided under California law, via binding arbitration in accordance with applicable rules of the American Arbitration Association. Any such arbitration demand shall be filed in San Francisco, California within one year of the date that any claim may arise.