

2012 MyGame Design Competition

Ever dreamt of designing your own computer mini-game? To inspire originality and creativity amongst youngsters, Business Software Alliance (BSA), Intellectual Property Department (IPD) and Customs and Excise Department (C&ED) have jointly launched the “**2012 MyGame Design Competition**”. If you or your team can come up with a creative, funny and user-friendly gameplay, we will help to publish your gameplay as a computer mini-game!



A gameplay is a way in which players interact within a game. To assist you in designing a gameplay for your own mini-game, we will host 2 workshops in September for you to learn the tricks of developing a gameplay. To enter the competition, you (individual or team) will need to submit your gameplay on or before October 15, 2012. If your gameplay has a storyline that relates to the respect for intellectual property rights, it will increase your chances of winning the competition. Finalists of this competition will receive book coupons and the winner(s) will be notified in October. If you have aspirations to develop your own mini-game, don't miss this golden opportunity!

Workshop Details

Date:	Workshop 1 Workshop 2	September 22, 2012 September 29, 2012
Time:	2:30pm – 5:00pm	
Venue:	Microsoft Hong Kong Office Seminar Room 13/F Cyberport 2, 100 Cyberport Road, Hong Kong	
Registration:	Please complete the enclosed application form and check “Yes” if you wish to attend the Workshops. Then email the form to hongkong@bsa.org to complete your registration	



For further enquiries, please contact BSA at 28044740 or email hongkong@bsa.org

Organizer:

Co-organizer:



Competition Details

- Participants must be a secondary school student in Hong Kong
- Participants may be an individual, or teams up to 4 persons; only ONE gameplay can be submitted per participant
- Workshops will be held to introduce the concepts of gameplay and guide participants on how to design a gameplay
- Workshops will provide directions and samples of a gameplay; participants must submit their gameplay proposal in a graphic/picture format, together with a written description of the gameplay. The size of the submission is limited to a maximum of ten (10) pages of A4 sized paper
- Panel judges are constituted of representatives from BSA, IPD, C&ED and other industry representatives
- Panel judges will select the champion, first runner-up and second runner-up based on the following criteria: Practicality, Creativity, Attractiveness, User-friendliness, and Relevancy to the Respect for Intellectual Property Rights
- The winning prizes will be as follows:
 - Champion (One winner): HK\$1,000 book coupon and the winning design will be developed as a game prototype and published as a web game
 - First runner-up (One winner): HK\$800 book coupon
 - Second runner-up (One winner): HK\$500 book coupon

Benefits and learning opportunity

- A learning opportunity on how to design a gameplay
- Possibility of sharing your own web game with other online web users

Submission guideline

Participants must submit with his/her gameplay with all team members' names to hongkong@bsa.org on or before October 15, 2012. Please indicate "Submission of 2012 MyGame Design Competition" in the subject line.

Important dates and deadlines

Sep 22, 2012	Workshop 1
Sep 29, 2012	Workshop 2
Oct 15, 2012	Gamplay submission deadline
Nov, 2012	Announcement of result



Terms and Conditions for 2012 MyGame Design Competition

IMPORTANT: PLEASE READ THESE TERMS AND CONDITIONS ("TERMS AND CONDITIONS") BEFORE ENTERING THE 2012 MYGAME DESIGN COMPETITION ("COMPETITION"). THIS IS A LEGALLY BINDING AGREEMENT BETWEEN YOU AND THE BUSINESS SOFTWARE ALLIANCE (HONG KONG & MACAU) (THE "ORGANIZER"), INTELLECTUAL PROPERTY DEPARTMENT AND CUSTOMS AND EXCISE DEPARTMENT OF THE HONG KONG GOVERNMENT (THE "CO-ORGANIZERS"), ESTABLISHING THE TERMS AND CONDITIONS UNDER WHICH YOU ARE ENTITLED TO PARTICIPATE IN THE COMPETITION. BY ENTERING THE COMPETITION, YOU CONFIRM THAT YOU HAVE READ AND UNDERSTOOD, AND AGREE TO ABIDE BY, THESE TERMS AND CONDITIONS.

1. This Competition is open to individuals or teams up to 4 persons. Participants must be secondary school students in Hong Kong ("Participants").
2. To enter the Competition, Participants must fully complete and submit the prescribed application form via e-mail to hongkong@bsa.org to register.
3. Participants are required to design and write a gameplay proposal for a mini-game and submit the proposal (an "Entry") with the name(s) of all team member(s) on it via e-mail, with the title "Submission of 2012 MyGame Design Competition" in the subject line of the e-mail, to hongkong@bsa.org on or before 15 October 2012 Hong Kong time.
4. Entries must be new and original and capable of being converted into an on-line mini-game. By submitting an Entry, Participants warrant and represent that the Entry is entirely their own and sole creation and has not been (i) copied from any third party materials; (ii) infringes upon the intellectual property rights of any third party and/or previously published or used in any manner.
5. Only Entries that are submitted in electronic format are eligible for participation in this Competition. Entries must be written in graphic/picture format together with a written description. The size of the submission is limited to a maximum of ten (10) pages of A4 sized paper. Participants are limited to the submission of one (1) Entry to the Competition, whether participating as an individual or as part of a team.
6. The judging panel consisting of the Organizer and Co-Organizers and industry representatives will, in their sole and absolute discretion, with extra credit awarded to Entries with a storyline supporting respect of intellectual property rights, select the top three (3) Entries as the winning Entries based on the following criteria: practicality, creativity, attractiveness, user-friendliness, and Relevancy to Respect for Intellectual Property Rights
7. The prizes for the winning Entries ("Winners") of the Competition ("Prizes") are:
 - i. Champion: bookshop coupon valued at HK\$1,000 and sponsorship for development of the gameplay proposal into a mini-game prototype by a software designer engaged by the Organizer
 - ii. 1st runner-up: bookshop coupon valued at HK\$800
 - iii. 2nd runner-up: bookshop coupon valued at HK\$500
8. The Organizer will engage a software designer of its choice in its absolute discretion to develop and actualize the Entry of the Champion Winner into a mini-game prototype in one or more version(s). The Champion Winner grants the Organizer, the Organizer's members, the appointed software designer and the Co-Organizers the rights but who have no obligation, to create, publish, distribute and commercial market the mini-game prototype based on the Entry on its behalf.
9. The Organizer will organize and conduct a series of two (2) workshops on the skills and techniques of gameplay creation and development tentatively set on 22 and 29 September 2012 (the "Workshops"). Attendance to the Workshops is open to Participants but is not compulsory.
10. Winners will be announced in November 2012, notified by email, and be provided with instructions for winner verification and redemption of their Prize ("Instructions"). If a Winner cannot be contacted by email, is ineligible or fails to claim the Prize in accordance with the Instructions, the Winner is deemed to forfeit the Prize. The Organizer and Co-Organizers can in their sole and absolute discretion award the Prize to another Participant.
11. By submitting an Entry to the Competition, Participants grant the Organizer, the Organizer's members and Co-Organizers a worldwide, perpetual, irrevocable, royalty-free and sub-licensable right to use, review, publish, display, reproduce, modify, adapt and exploit the Entry and the mini-game prototype and any intellectual property in them, in any form, media, product or technology for distribution purposes on behalf of the Participants, and/or for any marketing, promotional, exhibiting, publicity, education and/or related purposes.

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12. Prizes are provided on an "as-is" and "as-available" basis. To the maximum extent permitted by law, the Organizer and Co-Organizers are not liable for, and do not provide any warranties or representations of any kind, whether express, implied or statutory, in relation to the quality, fitness for purpose, performance, maintenance or repair of the Prize. Any enquiries relating thereto should be directed to the relevant Prize supplier. The Winners agree that the Organizer and Co-Organizers will not be responsible or liable for any loss, damage or personal injury resulting from use of the Prize.
13. If for any reason the Prize is unavailable, the Organizer and Co-Organizers reserve the right to substitute a prize(s) of equal or greater value.
14. Winners agree that they may not exchange the Prize for cash or any other merchandise or services from the Organizer and Co-Organizers and shall be solely responsible for all applicable taxes related to accepting the Prize.
15. The Organizer and Co-Organizers reserve the right in their sole and absolute discretion to disqualify any Participant who the Organizer and Co-Organizers have reason to believe has breached any of these Terms and Conditions, or engaged in any unlawful or other improper misconduct calculated to jeopardize the fair and proper conduct of the Competition. The Organizer and Co-Organizers reserve all legal rights to recover damages or other compensation from such a Participant.
16. The Organizer and Co-Organizers will have the final discretion on all matters concerning this Competition, including its terms and conditions, and the right to vary and/or discontinue the Competition or any part of the Competition, including any of these Terms and Conditions, with prior notice. The Organizer and Co-Organizers shall not be liable for any loss or damage arising as a result of any such variation or discontinuation. In the event of a dispute, all decisions of the Organizer and Co-Organizers shall be final and binding.
17. To the maximum extent permitted by law, the Organizer and Co-Organizers shall have no liability for any loss or damage, whether direct or indirect, suffered by participating in the Competition or incurred in connection with these Terms and Conditions.
18. All provisions of these Terms and Conditions shall apply to the maximum extent permitted by law. If any provision of these Terms and Conditions shall be held to be unlawful, void or unenforceable, then such provision shall be replaced with terms and conditions that most closely match the intent of the Organizer and Co-Organizers and the remainder of the Terms and Conditions shall continue in full force and effect.
19. The Organizer and Co-Organizers shall comply with the provisions of the Personal Data (Privacy) Ordinance in collecting and processing personal data. Participants' personal data provided to the Organizer and Co-Organizers are collected for the purpose of administering and promoting this Competition, and will only be used for these purposes or a directly related purpose. In addition, **Participants expressly agree and allow the Organizer and Co-Organizers to transfer personal data provided to such third parties authorized by them solely for the purpose of administering and promoting this Competition.** The Organizer's and Co-Organizers' respective Privacy Policy applies to this Competition and all information received from submitted Entries. Participants should, prior to submitting an Entry for this Competition and accepting these Terms and Conditions, review the Organizer's and Co-Organizers' respective Privacy Policy at <http://ww2.bsa.org/Privacy%20Policy.aspx>, http://www.ipd.gov.hk/eng/privacy_statement.htm, and http://www.customs.gov.hk/en/privacy_policy/index.html. Please note that accepting these Terms and Conditions means that Participants also accept the terms of the Organizer's and Co-Organizers' respective Privacy Policy.
20. These Terms and Conditions shall be governed and construed in accordance with the laws of the Hong Kong Special Administrative Region.
21. In the event of any inconsistency between the English and Chinese versions of these Terms and Conditions, the English version shall prevail.