

This form must be sent together with your work by E-mail to CreativeCenterSH@sony.com.cn before 2009 Nov-29 23:59.

This form must be completed in either English or Chinese.

Basic information

Name

Date of birth

University

Major and Grade

Contact Number

E-mail

ID number (or Passport No.)

About your work

Theme or Title

What kind of point or problem you have observed?

Basic Concept or Design point

What's new?

Thumbnail

Agreement and condition

Please read the rules contained in this Agreement and sign.

Entries may not be entered in any other workshop, nor be released elsewhere without Sony's consent. For entered works that have been awarded, all rights concerning patents, Mock up, designs, trademarks, and copyrights in China and all other countries shall belong to Sony Corporation. The awarded as determined by Sony shall be allocated as the cost for transferring said rights. For entered works that have not been awarded, all rights (including but not limited to intellectual property rights) and responsibilities pertaining thereto shall in principle belong to the designers themselves. When entering the workshop, the entrants shall take necessary measures to protect the rights of their own works. Should entered works be deemed to replicate or bear a close resemblance to a previously released design, or infringe upon the intellectual property rights of a third party (including cases of said infringement after entry), any award given to such a work may be revoked, even after the award results are announced. We may make inquiries to entrants concerning the works entered, both in the judging stage and during the process of turning the work into a commercial product. When necessary to make arrangements based on matters other than those included in the entry requirements, such decisions shall be made at the discretion of the sponsor. Entrants objecting to the details of such arrangements may withdraw their entries. However, any expenses incurred in connection with such entries shall not be reimbursed. Entered works (both the presentation sheet and model) will not be returned. The rights concerning publicity and public relations shall belong to the sponsor. Works may be modified as necessary in the process of development into commercial products. Sony shall handle personal information of entrants in accordance with Sony's personal information protection policy, and use such data for the purposes of the following: to provide information regarding the workshop, to deliver materials, to inform related events and to collect statistical information. Sony may provide partial data, in which individuals cannot be identified, to designated firms or its affiliates when it commissions certain tasks. Entered works may be entrusted to the supporting companies selected by the sponsor, and may also be offered to its group companies as masked data.

Signature