

# Bucks on the Streets Big Buck Hunt

## Official Rules and Regulations

### Contest Period

Entries can be submitted from June 11th, 2012, to 11:59pm, August 31, 2012.

### Who Can Enter

1. To be eligible to participate in this contest, entrants must have the ability to email a creative photo of the current buck(s) to [tom@batma.org](mailto:tom@batma.org). A maximum of one unique photo per buck, per email address is allowed.
2. Employees of BATMA, Livable Buckhead, Inc., and Bucks on the Street (the contest Sponsors) and their immediate family members are ineligible. The term "Immediate family member" includes spouses, grandparents, parents, siblings, children, and grandchildren.

### How to Enter

1. No purchase or payment necessary to enter or win. A purchase or payment will not improve your chances of winning. All federal, state, local, and municipal laws and regulations apply. Void where prohibited.
2. Qualified entrants shall email a unique creative photo of each revealed Buck each week to [tom@batma.org](mailto:tom@batma.org). Each valid photo will earn the email account owner one chance in the drawing.
3. The contest sponsors are not responsible for lost, late or misdirected emails; server unavailability or error; computer or any other electronic or telecommunications malfunction.

### Elimination

Any false information provided within the context of the contest by any participant concerning identity, ownership of right or non-compliance with these Official Rules or the like may result in the immediate elimination of the participant from the contest. The contest sponsors further reserve the right to disqualify any entry that it believes in its sole and unfettered discretion infringes upon or violates the rights of any third party, otherwise does not comply with these Official Rules, or violates U.S. or applicable state or local law.

### Winner Selection

1. Finalists will be selected after the Contest period has ended. Winner will be announced at a Bucks on the Street VIP event to take place in the fall of 2012. All decisions of the judges (Sponsors) are final and binding.
2. The contestant whose Buck photo receives the greatest number of votes from the public on the webpage: [www.livablebuckhead.com/buckhunt](http://www.livablebuckhead.com/buckhunt) from day of posting to August 31, 2012 and who satisfies all of the Official Rules will win the Bonus Creativity Prize. In case of a tie, the judges will choose the winner. Winner will be announced at a Bucks on the Street VIP event to take place in the fall of 2012. All decisions of the judges are final and binding.

### Winner Notification

1. Winners will be notified by email. Winners must show picture identification to claim the prizes. The contest sponsors reserve the right to examine additional identification and may choose to accept or deny awarding the prize based on the identification presented.

2. By participating in the contest, each participant and winner waives any and all claims of liability against the contest sponsors, and their employees and agents, their respective employees and agents, for any personal injury or loss that may occur from the conduct of, or participation in, the contest, or from the use of any prize.
3. By claiming the prize, the winner authorizes the use, without additional compensation, of his or her name and/or likeness and/or voice/photograph and municipality of residence for promotion and/or advertising purposes in any manner and in any medium (including, without limitation, radio broadcasts; newspapers and other publications; television or film releases; slides; videotape; distribution over the Internet; and picture date storage) the contest sponsors may deem appropriate.

#### **Additional Rules**

1. The contest sponsors are not liable for any lost or stolen entries, prizes or contest information.
2. By participating in the contest, participants agree to be bound by the decisions of contest sponsor personnel. The contest sponsors reserve the right to disqualify any participant or winner and may refuse to award any prize to a person who is ineligible or has violated any rule, gained unfair advantage in participating in the contest, or obtained winner status using fraudulent means. The contest sponsors will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the contest and contest sponsor decisions concerning such disputes shall be final. If the conduct or outcome of the contest is affected by human error, any mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, intentional interference or any event beyond the control of the contest sponsors, the contest sponsors reserve the right to change, withdraw or terminate this contest, or make such other decisions regarding the outcome as the contest sponsors deem appropriate. All decisions will be made by the contest sponsors and are final. The contest sponsors may waive any of these rules in their sole discretion.
3. The contest sponsors reserve the right to change, withdraw or terminate this contest at any time without prior notice.
4. Safety during the project is of highest priority. BATMA, Livable Buckhead, Inc., Bucks on the Street and their partners take no responsibility and assume no liability for any omissions, acts or damages that may result from the preparing of materials to submit to this contest. The Sponsors stress that participants safely collect their photos and avoid potentially dangerous situations that put themselves or the public at risk.

#### **Intellectual Property Rights**

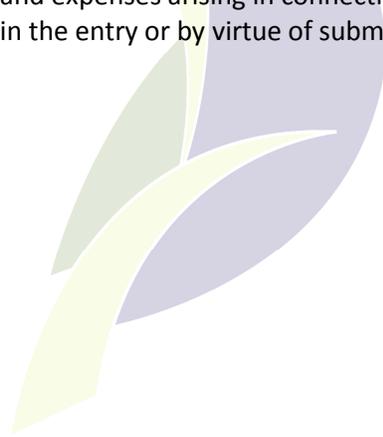
1. By submitting a photo entry, entrants thereby grant to BATMA, Livable Buckhead, Inc. Bucks on the Street and their affiliates, subsidiaries, licensees and assigns, an irrevocable, perpetual and royalty-free right to use, reproduce, edit, display, transmit, prepare derivative works of, modify, publish and otherwise make use of the submitted work or other information in any and all media, whether now known or hereinafter created, throughout the world and for any purpose. In addition to other things, the rights granted to BATMA, Livable Buckhead, Inc. Bucks on the Street includes, but is not limited to, the right to resize, crop, censor, compress, edit, feature, caption, affix logos to, and to otherwise alter or make use of the submitted work.
2. By submitting an entry, entrants thereby represent and warrant that the submitted work or information does not and shall not infringe on any copyright, any rights of privacy or publicity of any person, or any other right of any third party, and the entrants the right to grant any and all

rights and licenses granted to the contest sponsors herein, including but not limited to, all necessary rights under copyright, free and clear of any claims or encumbrances.

3. Entrants acknowledge and agree that the contest sponsors shall have no obligation to post, display or otherwise make publicly available any work submitted by the entrant, and may, in their sole and unfettered discretion, remove, edit, modify or delete any work that the entrant submits.

**Waiver of Liability and Agreement to Indemnify**

By submitting any photographic entry, each entrant, its, his, her or their heirs, successors and assigns (“entrant”) thereby releases, forever discharges and covenants not to make a claim against or sue the Bucks on the Street Big Buck Hunt Contest (“the Contest”), its sponsors (including but not limited to BATMA, Livable Buckhead, Inc. and Bucks on the Street) and their parents, subsidiaries and affiliates, licensees, employees, officers, directors, representatives, successors and assigns, of and from all manner of action or actions, cause or causes of action, at law or in equity, suits, claims, demands, liability, loss, cost or expense, of any nature whatsoever, known or unknown, fixed or contingent, which entrant may have or hereafter have against the Contest by reason of any injuries or damages entrant may sustain, whether to entrant’s person, property, reputation, or otherwise, as a result of, incident to, or related in any way to the entry, the contest, or the use, incorporation or exploitation of the entry for any purpose described herein. Entrant waives and foregoes the right to seek injunctive relief against anyone relating in any way to the entry, the contest, or the use, incorporation, or exploitation of the materials for any purpose described herein. Entrant agrees to indemnify and hold harmless the Contest from and against any liabilities, losses, claims, demands, costs (including, without limitation, reasonable attorneys’ fees) and expenses arising in connection with any breach or alleged breach by me of any representation made in the entry or by virtue of submitting the entry.



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