

TI INTERN DESIGN CHALLENGE OFFICIAL RULES
No Purchase or Payment Necessary to Enter or Win

For purposes of these official contest rules (“Rules”), “TI” shall mean Texas Instruments Incorporated and its subsidiaries. TI is also referred to herein as (“Sponsor”).

CONTEST DESCRIPTION

1. This Intern Design Challenge Contest (this “Contest”) is designed to encourage current TI interns to design and submit a BoosterPack plug-in module for MCU LaunchPads or a Cape plug-in module for a Processors BeagleBone Black to showcase creative and unique functionality (each, an “Entry”). Prizes will be awarded to individual participants or individuals that are members of a design team, as applicable (collectively, “Entrants”) who submit the best Entries as determined by the judges in accordance with these Rules.

ELIGIBILITY

2. This Contest is open only to individuals or teams of individuals in which all participants (“Entrants”) are i) eighteen years or older, and ii) interns at TI, in each case, as of the date of entry. Entrants may participate as a single student or as a member of a design team. A completed entry form must be submitted by each design team.
3. Each Entrant may participate on only one design team. Design teams may not exceed four (4) individuals.
4. Individuals, other than current TI interns, who are employees and/or agents of the Sponsor as of the date of the submission of a fully completed online entry form, and such individual’s immediate family (including spouse, parents, siblings, grandparents, grandchildren, step-children, step-parents, and in-laws) and members of the same household, are prohibited from entering this Contest.
5. In the event that any member of a design team does not meet the eligibility requirements set forth in these Rules the entire design team will be disqualified.

CONTEST PERIOD

6. The Contest begins June 11, 2013 at 12:01 a.m. (CST) and will end on July 25, 2013 at 11:59 p.m. (CST) (the “Contest Period”).
7. No Entries submitted after the Contest Period will be accepted.
8. Limit one Entry per design team and per Entrant.

ENTRY REQUIREMENTS/JUDGING

9. All hardware and software design ideas pertaining to an Entry (“Designs”) must be compatible with at least one (1) of three (3) TI MCU LaunchPads: the MSP430G2553C2000, TMS320F2027, or Tiva C TM4C123 LaunchPads or the BeagleBone Black.
10. Although use of TI products is not required to enter into this Contest, and no points will be awarded for the use or the failure to use a TI product in a project, Entrants may, at their

Final Draft

- option, obtain a \$50 voucher from the Sponsor for the purpose of defraying costs associated with building a design for use in connection with the Contest. Limit one voucher per team or Entrant (in the case of a single-person team), as applicable.
10. In order to be eligible, Entries must include:
 - (a) A fully completed online entry form available at www.ti.com/design2013;
 - (b) a short, high-level written description of the Design;
 - (c) a schematic capture, including reference designators and an extractable net-list;
 - (d) a video describing the Design, uploaded to YouTube and that complies with YouTube's Terms of Service (<http://www.youtube.com/static?gl=US&template=terms>) and Community Guidelines (http://www.youtube.com/t/community_guidelines).
 - (e) Each Entry must also comply with the following:
 - a. All Entries must be in English;
 - b. Entries that are lewd, obscene, sexually explicit, pornographic, disparaging, defamatory, libelous, obscene or Entries that otherwise contain inappropriate content or objectionable material may be disqualified at any time in the Sponsor's sole and unfettered discretion; and
 - c. The Entry must be the Entrant's original work and must not infringe upon the copyright, trademark, privacy, publicity or other intellectual property rights of any person or entity.
 11. Entrants may, but are not required to, submit additional materials, such as source code and board files, to supplement an Entry; provided, that such additional materials are submitted in a zip file online and are listed and described in an appendix to the Entry.
 12. Entries must not contain any personally identifiable information of any person other than the Entrant. Should the Entrant include personally identifiable information about him/herself in his/her Entry, Entrant acknowledges and agrees that such information will be disclosed publicly and Entrant is solely responsible for any consequences thereof.
 13. All Entries must be submitted through the following website: www.ti.com/design2013. Entrants may modify or supplement their Entries at any time prior to the end of the Contest Period.
 14. Sponsor reserves the right, in its sole discretion, to disqualify anyone who the Sponsor believes has attempted to undermine the legitimate operation of the Contest, has tampered with the Contest or with any Entry or abuses, threatens or harasses other Entrants or the Sponsor. If a team member is disqualified, the entire team will be disqualified.
 15. All Entrants agree to follow and abide by the Designs requirements and judging criteria contained in these Rules.
 16. TI will not reimburse Entrants for any out-of-pocket costs incurred or for efforts expended in connection with their participation in the contest.
 17. There shall be two categories of judging: a "Technical Design Category" and a "Popular Vote Category." In the Technical Design Category, a panel of qualified judges, at least one

of which will be an independent judge not related to the Entrants, or Sponsor, will review each Design and rate each eligible Entry on the criteria described below for i) one LaunchPad design platform in the Technical Design Category, and ii) one BeagleBone Black design platform in the Technical Design Category. In the Popular Vote Category, the employees of the Sponsor will review each Design and vote for each eligible Entry on the criteria described below for i) one LaunchPad design platform in the Popular Vote Category, and ii) one BeagleBone Black design platform in the Popular Vote Category. With respect to the Technical Design Category, the following criteria shall apply for each of the LaunchPad design platform and the BeagleBone Black design platform candidates: (i) originality of the Designs, (ii) quality of the Designs, (iii) creativity of the Designs, (iv) level of engineering description and analysis, and (v) documentation and functionality of the Designs and the related process. A maximum of ten (10) points will be awarded for each of the five (5) categories identified in the Technical Design Category. The total number of points possible is fifty (50). With respect to the Popular Vote Category, the following criteria shall apply for the LaunchPad design platform and the BeagleBone Black design platform candidates: the popular vote of employees of the Sponsor associated with the video posted on YouTube for each Design. The LaunchPad design platform and the BeagleBone Black design platform candidates in the Popular Vote Category that receive the highest number of votes shall be determined to have gained the most points in the Popular Vote Category. Subject to verification of eligibility and compliance with these Rules, the top four (4) Designs (one LaunchPad design platform candidate for each of the Technical Design Category and the Popular Vote Category and one BeagleBone Black design platform candidate for each of the Technical Design Category and the Popular Vote Category) with the highest total scores shall each be awarded a Prize in accordance with Section 21. In the event of a tie in any category of judging, an additional, “tie-breaking” judge will determine the winner(s) based on the criteria listed herein for the Technical Design Category based upon the same point system. In the event of a further tie, the Entrant with the highest score in category (i) above from the tie breaking judge will be deemed the winner. In the unlikely event of a further tie, the tie will be broken based on the highest score achieved in each of categories (ii)-(v) above until the tie is broken. Sponsor reserves the right to choose fewer than four winners if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Entries.

18. Judges for the contest will be fully competent and are required to be fair and impartial. Names of the contest judges will be provided upon request upon completion of the Contest.

PRIZES

19. Four (4) Prizes: the following prizes will be awarded to four winners:

- Technical Design Category – LaunchPad: \$750 (Seven Hundred Fifty USD)
- Popular Vote Category – LaunchPad: \$750 (Seven Hundred Fifty USD)
- Technical Design Category – BeagleBone Black: \$750 (Seven Hundred Fifty USD)
- Popular Vote Category – BeagleBone Black: \$750 (Seven Hundred Fifty USD)

In the event that a prize is won by a design team, the prize will be awarded to the team members jointly and severally and the prize will be divided equally among the members of the winning design team (unless specifically requested otherwise by more than one member of the team) with the Sponsor providing a winner’s check in the applicable amount to each member of the winning team. Sponsor reserves the right to award fewer than the number of prizes set forth herein in the event of an insufficient number of Entries meeting the criteria set forth herein are received.

20. Decisions by the contest judges are final. The Sponsor reserve the right to refrain from awarding any prize if there are no or minimally qualified entries.
21. Winners will be notified by the Sponsor on or about August 2, 2013 at the Intern Design Challenge awards ceremony in Dallas, but are not required to be present to win. Any winners not present at the awards ceremony will be notified by email following the awards ceremony. A list of winners will be posted on www.ti.com/design2013 and via media and social media outlets. If any prize winner cannot be reached within (10) days of attempted notification, or if a prize is returned with no forwarding address, the Sponsor reserves the right to deem that prize as forfeited and the prize may be awarded to the next highest scoring Entrant. If any prize is won by a design team and any member of the winning design team cannot be reached, the Sponsor reserves the right to deem that portion of the prize as forfeited and the prize may be awarded to the next highest scoring Entrant.
22. United States federal, state and local income taxes and other obligations are solely the responsibility of the winners. Prizes may be subject to reporting for tax and other purposes. Winners agree to supply Sponsor with any information necessary for tax reporting purposes (including, without limitation, the completion and execution of IRS Form W-9) and to cooperate in fulfilling all applicable legal requirements.
23. The members of the any design team whose Design is chosen for consideration for any award, as a condition of award, may be required to submit further information concerning each team member's employment and residence. The award of any prize is contingent on the winner furnishing to TI, at an address TI specifies, (i) a fully executed Affidavit of Eligibility and Liability and where legally permissible a Publicity Release; and (ii) such other documentation necessary to ensure non-exclusive irrevocable license for TI to reproduce, modify, adapt, publish, distribute, perform, display and use the Entry and the Design contained therein in media now known or hereafter developed, in perpetuity, for TI's advertising and promotional purposes. Each potential winner must submit the aforementioned documentation within fifteen (15) days of attempted notification of winning or the potential winner will forfeit the prize. If a potential winner forfeits a prize, that prize will not be awarded with respect to such potential winner; provided, that, if the winner is an individual with no team members, the prize may be awarded to the next highest-scoring Entrant.

INTELLECTUAL PROPERTY RIGHTS/ LICENSES/PUBLICITY RIGHTS

24. ENTRANTS DO NOT RECEIVE BY WAY OF OR UNDER THE CONTEST ANY INTELLECTUAL PROPERTY RIGHTS IN ANY COPYRIGHTS, PATENTS, TRADEMARKS, TRADE NAMES, TECHNOLOGY, TRADE SECRETS, OR KNOW-HOW OF THE SPONSOR OR ANY THIRD PARTY.
25. No Entries will be returned to Entrants, regardless of whether they are accepted. All Entries and design submissions become the property of the Sponsor.
26. All Entrants warrant and represent that all Designs and applications submitted are entirely original, have not previously been published or won any awards, and that Entrant is the owner of all interests in and rights to such Designs. By submitting an Entry to this contest, all Entrants further represent that there is no third party of any kind, whether an academic institution, commercial company, individual, or governmental legal entity which has any

Final Draft

- proprietary or other interest in, claims or rights to, any intellectual property rights, including trade secret, “know-how,” copyright, patent, trademark or trade name, in any Designs submitted under the contest. Any Entry which Sponsor in its sole discretion believes does not comply with these requirements may be disqualified.
27. By submitting an Entry to this Contest, all Entrants agree, represent and guarantee that there are no obligations of any nature, legal or otherwise, which would prohibit, restrict, or interfere with their participation in the Contest or submission of their Entry. All Entrants agree to obtain any necessary clearances, authorizations, and/or approvals from any necessary third party participation in all Contest activities and any such approvals which are required as a condition of participation.
 28. No confidential relationship is established between the Sponsor and the Entrant as a result of entering this Contest. All Entrants agree, represent, and guarantee that their Entries do not contain any confidential or proprietary information belonging to any third parties. None of the information submitted by the Entrants will be treated by the Sponsor as trade secrets, confidential information, or as protected data under any obligation.
 29. Participation in this Contest constitutes an agreement by each Entrant, including all members of a team in the case of a team Entry, to be bound by these Rules and by the decision of the judges which shall be final and binding. All Entrants agree to be bound by the Contest requirements for licensing of non-exclusive rights. Ownership of the Designs shall remain with the Entrants. Each Entrant hereby grants TI a non-exclusive, worldwide, perpetual, irrevocable and royalty-free license to use the Designs in, or as part of, TI products now known or hereafter developed, to implement the Designs using TI products, to modify the Designs for such uses, and to publish the Designs for such uses by TI or by customers of TI under all applicable intellectual property rights related to the Designs, including but not limited to, patents, trade secrets, copyrights (including all moral and statutory copyrights), and trademarks. To the extent additional documents or actions are required under local law for an effective license to these rights, title, and interests for TI’s commercial purposes, each Entrant agrees to fully cooperate in executing such further documents and in taking such further actions as are necessary. In such cases, each Entrant agrees that commercialization license rights shall become effective upon completion of further required actions. Failure to comply with these requirements or to execute any documents deemed necessary by Sponsor to effectuate these rights may result in forfeiture of the prize.
 30. The non-exclusive license to TI of intellectual property rights, as described herein is free of charge and without remuneration of any kind. All Entrants agree that the opportunity to compete for prizes, receive publicity, and increase one's understanding of TI products represents full and adequate consideration for license of these rights by all Entrants. Prizes do not represent fixed-sum monetary remuneration of the licensing of intellectual property and rights in Design submissions.
 31. All Entrants grant the Sponsor the right to publicize their names, likeness, any biographical or other information provided on the entry form or their Entry in whatever manner without reservation or compensation, for Sponsor’s advertising and promotional purposes, in perpetuity. In certain countries, due to local requirements, it may be necessary for Entrants to execute, in addition to the entry form, certain other documents for license of intellectual property rights, prior to any publication of the full Design submission. In those countries, TI will make appropriate arrangements. Entries and Design submissions may be published in Sponsor or third party publications without any additional compensation to Entrants.

Final Draft

32. Sponsor reserves the right to use information regarding Entrants for future mailings, including for contest administration purposes, subject to applicable laws and regulations and privacy policies. TI's privacy policy can be found at www.ti.com/home_f_privacy.
33. By submitting your video, you agree that the Sponsor may use and demonstrate your video on various platforms now known or hereafter developed for Sponsor's advertising and promotional purposes, in perpetuity, and that you will not assert any action against the Sponsor for such use and demonstration of your video.

GENERAL

34. THE CONTEST SHALL BE CONSIDERED VOID WHERE, AND TO THE EXTENT, PROHIBITED BY LAW.
35. THE CONTEST AND THESE RULES AND CONDITIONS SHALL BE GOVERNED BY THE LAWS OF THE STATE OF TEXAS AND ANY DISPUTE ARISING OUT OF THIS CONTEST SHALL BE BROUGHT IN, AND EACH ENTRANT HEREBY CONSENTS TO EXCLUSIVE JURISDICTION AND VENUE IN, THE FEDERAL DISTRICT COURTS SITTING IN DALLAS COUNTY, TEXAS. By entering this Contest, all Entrants agree that any and all disputes, claims, and causes of action arising out of or in connection with this Contest, or any prizes awarded, shall be resolved individually without resort to any form of class action or other proceeding.
36. If any aspect of the Contest or any rule or condition is found by a court of competent jurisdiction to be invalid, illegal or void, Entrants agree to allow the Sponsor to change such provision and, upon notice, to make it valid. Also, in such case, the remaining Contest provisions shall remain in full force and effect and the Contest shall proceed accordingly.
37. By entering this Contest, each Entrant agrees to release and hold the Sponsor harmless from and against any losses, damages, rights, claims, and actions of any kind arising from (i) an exclusion or disqualification of an Entrant pursuant to these Rules; (ii) late, lost, misdirected, or unsuccessful efforts to notify winners of any prize; (iii) forfeiture of a prize and the selection of an alternate winner; (iv) late, lost, delayed, damaged, misdirected, incomplete, illegible, or unintelligible Entries; (v) telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, failures or difficulties of any kind; (vi) failed, incomplete, garbled, or delayed computer transmissions; (vii) any condition caused by events beyond the Sponsor's control that may cause the contest to be disrupted or corrupted; and (viii) any injuries, losses, or damages of any kind relating to a Contest prize (including without limitation, any travel associated with the prize), or acceptance, possession, or use of the prize, or from participation in this Contest. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Contest or announcement of the prizes.
38. YouTube is not a sponsor of this Contest. Each Entrant agrees to release and hold YouTube harmless from and against any losses, damages, rights, claims, and actions of any kind related to this Contest.
39. THE SPONSOR RESERVES THE RIGHT, IN ITS SOLE DISCRETION, TO CANCEL, TERMINATE, MODIFY OR SUSPEND THIS CONTEST IF IT BECOMES TECHNICALLY CORRUPTED OR IF FOR ANY REASON THE INTERNET PORTION OF THE CONTEST IS NOT CAPABLE OF RUNNING AS PLANNED,

Final Draft

- INCLUDING INFECTIONS BY COMPUTER VIRUS, BUGS, TAMPERING, UNAUTHORIZED INTERVENTION, FRAUD, TECHNICAL FAILURES, OR ANY OTHER CAUSES BEYOND THE CONTROL OF THE SPONSOR, WHICH CORRUPT OR AFFECT THE ADMINISTRATION, SECURITY, FAIRNESS, INTEGRITY, OR PROPER CONDUCT OF THIS CONTEST.
40. ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.
41. By entering this Contest, each Entrant will be deemed to have read, accepted, and agreed to be bound by these Rules.

Sponsor:

Texas Instruments Incorporated
12500 TI Boulevard
Dallas, Texas 75243
