DESIGN CONTEST QUESTIONNAIRE

Name: ___________________________  Tentative Date of Graduation: __________

Major: ___________________________  Email: ________________________________

Who is your favorite designer?

What city do you think is the most inspiring?

What words do you think embody the Sam Edelman brand?

What is your favorite blog/instagram to follow?

What is your favorite store?

What is your favorite Sam Edelman shoe?

What does the Sam Edelman girl do on the weekends?
CALLING ALL ASPIRATIONALLY SHOE DESIGNERS!

Sam Edelman is hosting a shoe design contest and is looking for your most creative, whimsical design. The sky’s the limit! Submit your one-of-a-kind shoe sketch, a digital illustration, and attached questionnaire to marketing@samedelmanshoe.com prior to October 25\textsuperscript{th}. Enter to win a two day trip to New York City to visit the Sam Edelman design offices and showroom. One entry per student. The winner will be announced at the Sam Edelman class presentation on November 1\textsuperscript{st}. See official contest rules for details.
CONSUMER DISCLOSURE

OPEN ONLY TO OHIO STATE UNIVERSITY STUDENTS WHO INTEND TO GRADUATE WITH A BACHELOR'S DEGREE AND WHO ARE AT LEAST 18 YEARS OLD AS OF THE DATE OF ENTRY

By entering this Contest, entrants accept and agree to be bound by these Official Rules. Any violation of these rules may, at Edelman Shoe, Inc.'s ("Sponsor") discretion, result in disqualification. All decisions of the judges regarding this Contest are final and binding in all respects.

1. CONTEST PERIOD. The contest (the “Contest”) begins September 23, 2013 and ends October 25, 2013 (“Contest Period”).

2. ELIGIBILITY. The Contest is only open to Ohio State University students who intend to graduate with a bachelor's degree and who are at least 18 years old as of the date of entry, except officers, directors, members, and employees of Sponsor, or any other party associated with the development or administration of this Contest, and the immediate family (i.e., parents, children, siblings, spouse), and persons residing in the same household, as such individuals.

3. HOW TO ENTER; WINNER SELECTION AND NOTIFICATION.

Complete the entry form and questionnaire, available at Ohio State University, as instructed. All entries must be sent to Sponsor at marketing@samedelmanshoe.com. Each entry must include the entry form questionnaire, one (1) hand-drawn sketch; and one (1) digital sketch illustrating the entrant’s experience with Photoshop and/or Illustrator.

All entries must be submitted by 12:00 p.m. Noon EST on October 25, 2013. Entrants represent and warrant to Sponsor that their submission is the original work of such entrant, it has not been copied from others, and it does not violate the rights of any other person or entity. Entrant further represents and warrants that his/her submission adheres to the fundamental spirit of the Contest and does not contain any defamatory, obscene or otherwise unlawful matter or depict anyone engaged in any illegal, immoral or lewd act, any violent or pornographic material or contain any other inappropriate content such as illegal drug use, nudity or hate speech and that it will not reflect adversely on Sponsor.

All submissions will be judged on or around October 28, 2013 (the “Judging Date”) by Sam Edelman, personally, and a panel of Sponsor’s employees. The judges will analyze entries based on conceptual design/creativity, level of professionalism, technical specification and fabrication/materials. The Contest winner (the “Winner”) will be chosen based on these factors.

4. PRIZE DESCRIPTION. The Winner will be awarded the opportunity to travel to New York City and spend two days at the Sam Edelman Office (the “Prize”). Airfare, hotel cost, travel cost, and per diem will be paid for directly by Sponsor. The Prize is valued at a maximum of $2,000.00. The trip must be taken during a weekday, Monday through Friday.

5. TAXES. All federal, state and/or local income and other taxes, if any, are the winner’s sole responsibility.

6. OWNERSHIP AND LICENSE. Submissions will not be returned to entrants and become the property of Sponsor. The copyright in all submissions shall become the property of Sponsor, and entry into this Contest constitutes entrant’s irrevocable and perpetual permission and consent, without further compensation or attribution, to use, reproduce, print, publish, transmit, distribute, sell, perform, adapt, enhance, or display such submission for any purpose, including but not limited to editorial, advertising, trade, commercial, and publicity purposes by the Sponsor and/or other authorized by Sponsor, in any and all media now in existence or hereinafter created, throughout the world, for the duration of the Copyright in the submission. Sponsor and/or others authorized by Sponsor shall have the right to edit, adapt, and modify the submission. All rights including the copyright in any submission shall be assigned to Edelman Shoe, Inc..

7. NO PRIZE TRANSFER OR SUBSTITUTION. The Prize, or any portion thereof, is not transferable or redeemable for cash. Any portion of the Prize that is not used is forfeited.

8. CONSENT AND RELEASE. By entering the Contest, each entrant releases and discharges Sponsor, its affiliated
entities, and each of their respective officers, directors, members, shareholders, employees, independent contractors, agents, representatives, successors and assigns (collectively, “Sponsor Entities”), from any and all liability whatsoever in connection with this Contest, including without limitation legal claims, costs, injuries, losses or damages, demands or actions of any kind (including without limitation personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light) (collectively, “Claims”). Except where prohibited: (i) acceptance of the Prize constitutes the consent of the Winner, without further compensation, to use the name and likeness of the Winner and his/her submission for editorial, advertising and publicity purposes by the Sponsor and/or others authorized by the Sponsor; (ii) acceptance of the prize constitutes a release by the Winner of the Sponsor Entities of any and all Claims in connection with the administration of this Contest and the use, misuse, or possession of his/her submission or any prize; (iii) the Winner may be required to sign an affidavit of eligibility (including social security number) and a liability/publicity/copyright release; and (iv) if the Prize involves travel or activities, the Winner may be required to execute a release of the Sponsor from any and all liability with respect to participation in such travel/activities and/or use of the Prize. Affidavits and releases must be returned within seven (7) days from the date that Sponsor first tries to notify the the Winner.

9. DISCLAIMERS. (i) Sponsor is not responsible for entries that are lost, late, misdirected, incorrect, garbled, or incompletely received, for any reason. (ii) Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or otherwise attempting to undermine the legitimate operation of the Contest. (iii) Sponsor further reserves the right to cancel, terminate or modify the Contest if it is not capable of completion as planned, including, without limitation, by reason of tampering, unauthorized intervention, force majeure, or technical failures of any sort. (iv) Sponsor Entities are not responsible for errors in the administration or fulfillment of this Contest, including without limitation mechanical, human, printing, distribution or production errors, and may modify or cancel this Contest based upon such error at its sole discretion without liability. In no event will Sponsor be responsible for awarding more than the number of prizes specified in these rules. (v) SPONSOR ENTITIES MAKE NO WARRANTIES, REPRESENTATIONS OR GUARANTEES, EXPRESS OR IMPLIED, IN FACT OR IN LAW, AS REGARDS THIS CONTEST OR THE MERCHANTABILITY, QUALITY OR FITNESS FOR A PARTICULAR PURPOSE REGARDING THE PRIZE OR ANY COMPONENT OF THE PRIZE. (vi) CAUTION: ANY ATTEMPT BY AN ENTRANT TO UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING WITHOUT LIMITATION ATTORNEYS’ FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. (vii) The value of the Prize set forth above represent Sponsor’s good faith determination of the approximate retail value thereof; the actual fair market value as ultimately determined by Sponsor, is final and binding and cannot be challenged or appealed. In the event the stated approximate retail value of the Prize is more than the actual fair market value of the Prize, the difference will not be awarded in cash or otherwise. No substitution or compensation will be given for any portion of the prize that is not used.

10. APPLICABLE LAWS AND JURISDICTION. This Contest is subject to all applicable federal, state, and local laws and regulations. Issues concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed by the laws of the State of New York. All disputes arising out of or connected with this Contest will be resolved individually, and without resort to class action, exclusively by a state or federal court located in New York, New York. Should there be a conflict between the laws of the State of New York and any other laws, the conflict will be resolved in favor of the laws of the State of New York. All judgments or awards shall be limited to actual out-of-pocket damages (excluding attorneys’ fees) associated with participation in this Contest and shall not include any indirect, punitive, incidental and/or consequential damages.

11. WINNER ANNOUNCEMENT. The one (1) Winner will be announced at the Sam Edelman lecture at 2:00 PM EST on November 1, 2013 at Ohio State University.

12. SPONSORSHIP. This Contest is sponsored by Sam Edelman (Edelman Shoe, Inc.), 130 West 57 Street Suite 4B, New York, NY 10019.