

BlogPaws Blogger Carnival Contest Presented by BISSELL Homecare, Inc.

Official Contest Rules

No Purchase Necessary

- 1. Eligibility:** The BlogPaws Blogger Carnival Contest (“Contest”) is open only to BlogPaws community members of the fifty (50) United States and the District of Columbia who are at least the age of majority in their state of residence. Employees of BISSELL Homecare, Inc., BlogPaws Founders and any agencies or other companies involved in the development or execution of the Contest or production or distribution of Contest materials, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Contest is subject to all applicable federal, state, and local laws and regulations. Void where prohibited.
- 2. Sponsor:** BISSELL Homecare, Inc., 2345 Walker Avenue NW, Grand Rapids, MI 49544, U.S.A.
- 3. Timing:** The Contest begins on August 27, 2011 at 12:00 a.m. Eastern Time (“ET”) and ends on September 10, 2011 at 11:59 p.m. ET (the “Promotion Period”). Sponsor’s computer is the official time keeping advice for this Contest.
- 4. How to Enter:** To enter, create an original blog post about your pet adoption story and about the happiness your pet has brought you and e-mail a link to your post to vhunt@crt-tanaka.com with “BlogPaws Carnival Submission” in the subject line (the “Submission”). Submissions will be deemed to have been submitted by the authorized account holder of the e-mail address at the time Submission is entered. “Authorized account holder” is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.
- 5. Submission Requirements:** Blog posts submitted: (1) must include the following statement above or below the title: “This post is my entry into the BlogPaws Blog Carnival Contest sponsored by BISSELL Homecare, Inc.” (2) cannot be derogatory toward any ethnic, racial, gender, religious, professional or age group; (3) must be original in all respects and must not infringe upon the rights of any third parties; (4) must be received during the Promotion Period. By entering the Contest, entrants attest to the fact that their Submissions are true, accurate, original, and complete. Submissions that do not comply with these requirements may be disqualified or Sponsor may contact you to fix the problem at Sponsor’s sole discretion.
- 6. Judging:** All Submissions will be reviewed based on the following criteria: (1) adherence to theme - (25%); (2) writing eloquence - (25%); and (3) creativity - (50%) (the “Judging Criteria”). Round One: A panel of at least three Sponsor representatives will review the entries and select the top ten (10) to move on to round two. Round Two: A judging panel made up of at least one Sponsor representative, one Petfinder.com Foundation representative, and the two BlogPaws Founders will select the winning blog entry. Winners will be selected within a two-week timeframe following the close of the Promotion Period.

7. **Winner Notification:** Receiving a prize in the Contest is contingent upon compliance with these Official Rules. All potential winners are subject to verification before any prize will be awarded. No substitution, cash redemption or transfer of prize by winners is permitted. All federal, state and local taxes are the sole responsibility of winners. All federal, state and local laws and regulations apply. Where lawful, each potential winner and his/her guest must sign and return an Affidavit of Eligibility, Release of Liability and/or a Publicity Release within seven (7) days of attempted notification by Sponsor. If a potential winner cannot be contacted, fails to execute and return the applicable documentation within the required time period, or if a prize is returned as undeliverable, the potential winner forfeits the prize and an alternate winner will be selected according to the Judging Criteria.
8. **Prizes:** Three (3) prizes will be awarded at the end of the Promotion Period to the selected shelters. One (1) grand prize winner will receive a \$2,500 grant for the Petfinder.com member shelter of their choice. Two (2) runners-up will receive a \$1,000 grant for the Petfinder.com shelter of their choice.

For all prizes: Charities selected by winners are subject to the review and approval of Sponsor. Sponsor, in its sole discretion, may elect to make the donation to an alternate charity if it does not approve the charity proposed by a winner. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion.

9. **Submission Ownership:** As a condition to and in consideration of participation in the Contest and whether or not an entrant wins a prize, by submitting a Submission, all entrants hereby grant Sponsor and those acting with its authority, the exclusive unrestricted, absolute, perpetual, worldwide right and license to use their name, address, photograph, likeness, voice, biographical and personal background information, statements, and Submission, and, without limitation, any notes, photograph, film, or video or audio tape that may be taken of such materials (the foregoing, collectively, the "Content"), without further compensation, consideration, or notice or permission, and to reproduce, copy, modify, create derivative works of, display, perform, exhibit, distribute, transmit or broadcast, publicly or otherwise, or otherwise use and permit to be used the Content or any part thereof, whether alone or in combination with other materials (including but not limited to text, data, images, photographs, illustrations, and graphics, video or audio segments of any nature), in any media or embodiment now known or hereafter developed (including but not limited to any format of any computer-based, Internet-based, electronic, magnetic, digital, laser or optical-based media), in connection with any advertising, promotion, publicity, trade, or other materials.
10. **Rights to Edit and Publish:** By submitting a Submission, all entrants agree that Sponsor may revise, edit, or otherwise modify their Submissions in Sponsor's sole discretion, and may illustrate Submissions with photographs or illustrations or both, at Sponsor's sole discretion. Sponsor has sole discretion to decide whether, when, and how to publish any Submission.
11. **Representations:** By submitting a Submission, each entrant represents and warrants that the Submission is such entrant's original work, is factually correct and accurate, has not previously been published in any form, does not contain any libelous material, does not invade any right of privacy, and does not infringe or violate any copyright or any personal or proprietary rights of any third party.

12. **Release:** By accepting a prize, winner agrees to release and hold Sponsor, its directors, officers, employees, related companies, parents, subsidiaries, affiliates, and agents harmless against any and all claims and liability arising out of acceptance, use, or misuse of prize. Entrants assume all liability for any injury, damage caused or claimed to be caused, or death by participation in this contest or acceptance, use, or misuse of any prize.
13. **General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. If terminated Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible Submissions received up to time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the Submission process or the operation of the Contest or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner and void all associated Submissions. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys' fees) from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.
14. **Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan, U.S.A.; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Michigan, U.S.A. without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan, U.S.A. or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan, U.S.A.
15. **Winner List:** For the name of the winners, available after September 10, 2011, send a separate, self-addressed, stamped (#10) envelope to: CRT/tanaka, Attn: BlogPaws Blog Carnival, 8733 Sunset Boulevard, Suite 205, West Hollywood, CA 90069 to be received by October 10, 2011.
16. **Entrant's Personal Information:** Information collected from entrant is subject to Sponsor's Privacy Policy <http://www.bissell.com/privacy-policy/>.