

RULES GOVERNING THE COMPETITION OF IDEAS, INVOLVING SELECTION BY A PANEL OF JUDGES, TO CREATE AN IMAGE FOR THE COMPANY TOHQI EUROPA

Tohqi Europa, SL, is a company located in the Duty-Free Zone of the Port of Santa Cruz de Tenerife, whose objective will be the production of electric vehicles, such as motorcycles, bicycles and other means of transport, although the production of cars is not foreseen, and whose market will be international.

Tohqi Europa, SL, has a franchise to sell on the European market. In order to present a solid, modern and innovative business image an international competition is to be held in order to create an image that responds to the ideas expressed above. The said image creation must at the very least cover the logotype, interior decoration, the image of the franchise, the signs to be used on company vehicles, stationery, website and staff uniforms, and other aspects of business activity that contestants may suggest and which are not expressly described in these rules.

1. OBJECT

The object of this competition of ideas is to hold a competition in order to select a logotype for **Tohqi Europa** that can be used in all commercial activities in which **Tohqi Europa** has to be identified as a promoter of initiatives, such as work in advertising, communications, publications, and other projects which fall within the scope of its commercial activity.

2. PROCEDURE

1. An open procedure for participation is to be established, and selection will be made by means of a competition presided over by a panel of judges. The panel of judges will be composed of five persons of recognized competence in the field of the competition, designated by **Tohqi Europa**, who will contribute in a special way in order to judge the proposals, and who will participate in discussions and have a vote.

2. Panel members must be natural persons totally independent of the participants in the competition.

3. PARTICIPANTS

Any natural person or legal entity may participate in the competition. Those interested in participating in this competition may present different proposals, with

a maximum of 3, each one submitted together with its respective pseudonym.

4. IMAGE DESIGNS

Logotype design, interior decoration, the image of the franchise, the signs to be used by company vehicles, stationery, website and staff uniforms, and other aspects of business activity that the contestants may suggest and which are not expressly described in these rules, must be inspired by a strong corporate image, both modern and innovative, related to the field of renewable energy and personal mobility, and should be versatile and able to be applied to different formats and spaces.

The designs must be submitted in both digital and paper format

5. PRIZE

A single prize is to be awarded to the contestant who submits the winning logotype design, amounting to 6,000 Euros, which will be subject to tax deductions as appropriate, and an employment contract for one year in the offices of Tohqi Europa located in Tenerife in order to apply the image design.

6. PANEL OF JUDGES

The selection of the winning design in this competition of ideas will be made by a Panel of Judges appointed by the President of **Tohqi Europa**, and will consist of individuals who are independent of the participants, and who have extensive experience or knowledge in the field of design, art, communication or advertising.

The powers assigned to the panel are as follows:

- a) The acceptance of proposals submitted by written report which shall include, where appropriate, the designs which have not been accepted, stating the reasons which have led to exclusion.
- b) The assessment of the design proposals and other documentation submitted by the contestants.
- c) The submitting to the President of Tohqi Europa of their final decision on the competition of ideas, presenting a short-list of three candidates from which the winner has been selected.
- d) The identification of the three contestants, as described in the previous point, and whose designs have been selected by opening the envelope containing the identification data.

e) The interpretation of these rules and the resolving of any questions which may arise in connection with the competition of ideas.

7. CRITERIA FOR THE JUDGING OF PROPOSALS

The panel of judges shall act independently and according to the assessment criteria to determine which should, at all times, focus on the artistic and symbolic value of the proposal.

Besides the quality and capacity of representation of the image, the following will be taken into consideration:

- Proposals that demonstrate how to adapt the logotype to the spaces and formats in which it will be placed in the future (web, posters, stationery, publications, etc.).
- Proposals that show how a corporate image manual would be, inspired by the design done.

8. COMPETITION DATES

The timing of this competition of ideas is subject to the following dates:

1. Deadline for submission of proposals:

The deadline for proposals will end on February 28, 2011 at 24:00 (GMT), Canary Island time.

2. Setting-up of the Panel of Judges:

The panel will be set up before the deadline for the submission of proposals.

3. The presenting by the panel of their final decision:

The deadline for the panel to submit to the President of **Tohqi Europa** their final decision on the design competition will be March 31, 2011.

4. Final decision on the competition of ideas:

The final decision on the competition of ideas will be taken by the President of **Tohqi Europa** during the first 15 days of April 2011. Within ten days following this time the winning candidate shall be notified.

9. PROPOSALS

The presentation of proposals within the established deadline will adhere to the following rules:

Each design proposal will be sent by e-mail to: ideas@tohqi.es

The e-mail shall have 3 files attached:

- 1) The image design in **.svg** format.
- 2) A report explaining the proposed design and documentation which should include the way in which the image would be adapted to different places and formats and a draft of a corporate image manual. The format can be any text processor. (**.odt** or **.doc** preferred)
- 3) A file containing personal details (name, surname, address, phone number).

10. SUBMITTING PROPOSALS

The accepted proposals will be published on the website: www.tohqi.es/ideas

11. PAYMENT OF PRIZE

Unless the competition is declared void, the payment of the prize will be made once all the formalities have been concluded. The employment contract will be formalized at the convenience of the competition winner, but no later than six months after the awarding of the prize.

12. INTELLECTUAL PROPERTY RIGHTS

The winning designer will grant Tohqi Europa the exclusive rights to use the work, stated in Article 17 of the text of the Intellectual Property Law (TRLPI), in accordance with Article 14 of TRPLI and will give permission to Tohqi Europa to modify, develop or adapt this design, being able to use whatever means it deems appropriate.

The designers of the submitted logotypes will cede all their rights for free distribution and public communication to **Tohqi Europa** so that they may be shown on display or as part of a catalogue or publication, without giving **Tohqi Europa** the right to industrial use.

Tohqi Europa will own the design selected, and may, where appropriate and in accordance with current legislation, register it and acquire industrial property rights.

13. ACCEPTANCE OF RULES

Participation in this competition of ideas implies that the contestants have knowledge of and fully accept these rules.

14. DEVELOPMENT OF WORK RELATED TO THE LOGOTYPE SELECTED

Following the termination of this competition of ideas, **Tohqi Europa** will contract, if necessary, the work which it believes convenient for the adaptation of the logotype, and may award such contracts to the winner of the competition of ideas, provided they represent a continuity of the competition and the contracting is done by **Tohqi Europa**, as stipulated in point 5 above.

15. ADVERTISING EXPENDITURE INCURRED BY THE OF THE HOLDING OF THE COMPETITION OF IDEAS

All expenses incurred in the announcement and resolution of this competition of ideas will be the responsibility of **Tohqi Europa**.