



## MOTHER of INVENTION

2007 Whirlpool Brand Mother of Invention Grant

### 2007 Whirlpool Brand Mother of Invention Grant Whirlpool Brand Official Rules

1. **NO PURCHASE NECESSARY.** A purchase does not increase chances of winning.
2. **HOW TO ENTER:**
  - a. Entrants must be a mother.
  - b. Fill out entry form available on [www.whirlpool.com/moms](http://www.whirlpool.com/moms) or at designated retailers and attach the answers to the questions on the form. If submitting more than one entry, photocopy the form and attach to both. Print your name on all entry materials. Limit three (3) entries per person.
  - c. Each entry is required to answer all questions posted on the form.
  - d. Contestants can also send entries via U.S. Postal Service to the following address. The entrant is responsible for all shipping costs:  
2007 Whirlpool Brand Mother of Invention Grant  
c/o Trish Taylor, 2000 M63 North, MD 4300  
Benton Harbor, Michigan 49022
  - e. Each idea must be the original work of the entrant.
    - a. Incomplete or illegible entries will not be honored.
    - b. Sponsor not responsible for lost, late, misdirected, damaged, illegible, incomplete, incorrect, misrouted or postage due entries/mail.
    - c. Entries become the property of the Sponsor and will not be returned.
    - d. For protection of the submitter, please do not submit appliance or appliance component ideas; those submitted will be disqualified and entries destroyed.
3. **ENTRY DEADLINE:** Contest starts at 12:00:00 a.m. EST on May 13, 2007. Online entries must be received by 11:59:59 p.m. on July 30, 2007 EST. All entries must be postmarked by July 30, 2007 and received by sponsor by August 3, 2007.
4. **JUDGING:**
  - a. Each entry will be ranked in the following criteria:

1. Creates a solution to an unmet consumer need	50%
2. Uniqueness in the current marketplace	20%
3. Viable business	20%
4. Story behind the creation	10%
  - b. The top five highest scores will earn a prize. One entry with the overall highest score will be the Grand Prize Winner. The two entries that earn the next highest overall scores will be the First Prize winners and the last two highest scores will be deemed second prize winners. In an event of a tie, the winner will be selected based on the Originality/Creativity criterion (comprehensive score of #1 and #2).
  - c. Winner selection will be conducted by a Whirlpool internal judging panel and two celebrity judges, whose decisions are final.
  - d. Judging will be conducted on or about 08/15/2007. Winners will be notified by mail on or about 09/04/2007.
5. **COPYRIGHT/PATENTS:**

The ideas submitted in this contest remain the sole property of the contestant. The judges and the sponsors do not claim ownership of any ideas submitted. Sponsors will provide limited confidentiality of the ideas submitted so that submitters will have a limited

time to seek patent protection if desired. *For protection of the submitter, please do not submit appliance or appliance component ideas; those submitted will be disqualified.*

Judges will sign a similar limited non-disclosure agreement before being eligible to judge this contest.

6. **PRIZES:**

- a. **Grand Prize:** \$20,000 grant from Whirlpool, choice of a Whirlpool Cabrio or Duet washer and dryer pair (Actual Retail Value \$2,300), Fabric Freshener (ARV \$200) and a stipend for a new home office (ARV \$3,000)
  1. Two-day business boot camp to Benton Harbor, MI to meet with Whirlpool experts (product development, engineering, innovation, patent protection, sales, marketing, advertising and public relations), tour Whirlpool Global Headquarter facilities and laboratories and guest judges to offer advice on starting up their business (ARV \$4,000)
  2. Trip includes hotel accommodations for two nights and roundtrip airfare, any additional nights lodging or guests are at the finalist's expense.
- b. **First Prize (2 qty.):** \$7,000 grant, Whirlpool Gold dishwasher (AVR \$500) and Duet Sport pair (\$1,500)
  1. One-day visit to Benton Harbor, MI to tour Whirlpool Global Headquarter facilities and laboratories and guest judges to offer advice on starting up their business (ARV \$2,000)
  2. Trip includes hotel accommodations for one night and roundtrip airfare, any additional nights lodging or guests are at the finalist's expense.
- c. **Second Prize (2 qty.):** \$5,000 grant and a Whirlpool Duet Sport washer and dryer (AVR \$1,500)
  1. One-day visit to Benton Harbor, MI to tour Whirlpool Global Headquarter facilities and laboratories and guest judges to offer advice on starting up their business (ARV \$2,000)
  2. Trip includes hotel accommodations for one night and roundtrip airfare, any additional nights lodging or guests are at the finalist's expense.
- d. Any costs for guests are winners' responsibility.
- e. All taxes, meals, gratuities and other expenses not specified herein are the sole responsibility of the Winner.
- f. Prizes are not transferable by Winners.
- g. Grant awards will not include an additional percentage gross to pay obligated prize tax.

7. **ELIGIBILITY:**

- a. Entrants must be mothers and at least 18 years of age or older. Open only to legal residents of the United States, excluding Alaska, Hawaii, Puerto Rico, U.S. Territories and U.S. Possessions.
- b. The contest is void where prohibited or restricted by law.
- c. All employees of Sponsor, its parent, affiliates and subsidiaries, and the immediate families and household members of each, are not eligible to win.
- d. Entrants of previous Whirlpool Brand Mother of Invention Grant program who did not receive grand, first or second prizes are eligible to re-enter the 2007 Whirlpool Brand Mother of Invention Grant program with the same or similar concept/idea if she so chooses.
- e. Prize winners of any previous Whirlpool Brand Mother of Invention Grant program are not eligible for re-entry in the 2007 Whirlpool Brand Mother of Invention Grant program.

8. **CONDITIONS OF ENTRY:**

- a. Use of winner's name: By entering, each entrant grants permission, without further compensation, to Whirlpool Corporation and their agents and licensees, to use the entrant's name, voice, photograph, likeness and biographical material for broadcast, print and promotional purposes in connection with the contest.
- b. Execution of Affidavit and Release: By entering, each entrant agrees that if selected as a winner, he/she will sign an affidavit of eligibility and publicity release (where legal) and a waiver of liability. The prize will be forfeited and awarded to another entrant if the winner does not execute and return the prepared form of affidavit, release and waiver within ten (10) days of prize notification, or if the selected winner is not eligible in accordance with these rules. One (1) prize per person.
- c. Release Station and Sponsor of Liability: By entering, entrants agree to release Whirlpool Corporation, and their officers, directors, employees and agencies from any claim, loss, liability, damage or injury of any kind arising from their participation in the contest or their receipt or use of the contest prize.
- d. No Prize Substitutions: No cash substitute or transfer of prizes is available; however, contest sponsors may, at their discretion, substitute prizes of equal or greater value. Prizes are not transferable.
- e. Taxes: Federal, state and local taxes, if any, are the sole responsibility of the winner, who will receive a 1099 tax form reflecting the actual value of any prize valued at \$600 or more.
- f. Entry Submissions: For protection of the submitter, appliance or appliance component ideas that are submitted will be disqualified.

9. **MISCELLANEOUS:**

- a. Sponsor shall have all rights to publicize the winners' ideas, photos and entries.
- b. By submitting an entry, participant agrees to be bound by these Official Rules.
- c. Entry constitutes permission to use winners' name and likeness and entries for publicity purposes without further compensation (except where prohibited by law). Winners agree to be available for media interviews.
- e. Sponsor and their promotional and advertising agencies shall have no liability and shall be released and held harmless by participant(s) for any damage, loss or liability to person or property, due in whole or part, directly or indirectly, by reason of the acceptance, possession, use or misuse of prize or participation.
- f. 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 arbitration. 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 attorney's fees.
- g. Offer void where prohibited and subject to federal, state and local laws.

10. **FOR ADDITIONAL INFORMATION** about the contest or additional copies of the entry form, e-mail Trish Taylor at [ttaylor@peppercom.com](mailto:ttaylor@peppercom.com). Or visit Whirlpool on the Web at <http://www.whirlpool.com/moms>.

11. **WINNERS LIST:** Send a self-addressed, stamped, business size (#10) envelope to:  
2007 Whirlpool Brand Mother of Invention Grant  
c/o Trish Taylor, 2000 M63 North, MD 4300  
Benton Harbor, MI 49022  
Requests must be received by 8/3/07.

12. **SPONSOR:** Whirlpool Corporation, 2000 North M63, Benton Harbor, MI 49022.