



## SIXTH SENSE CALL 4 DESIGN RULES FOR PARTICIPATION

This document (hereinafter, the “**Rules**”) sets out the rules for applying to and participating in the Sixth Sense Call4Design (hereinafter, the “**Award**”).

### A) INTRODUCTION

Sixth Sense srl (hereinafter, “**Sixth Sense**”) intends to involve UX and UI designers to award the most innovative and charming design of a Rules Builder interface, to be added to a Sixth Sense’s software (hereinafter, the “**Design/s**”).

The Award shall be developed through a preliminary stage, where participants will submit their applications (hereinafter, “**Enrollment Stage**”), and a final stage, where the best Design will be awarded (hereinafter, “**Final Stage**”).

The Design of the participants shall be evaluated by a board of experts.

The Award is organized and developed by Sixth Sense.

### B) PARTICIPANTS

The Award is addressed to UX and UI professionals (hereinafter, the “**Participant/s**”).

Participation is by invitation only.

### C) TIMEFRAME

Participants shall submit their applications to participate in the Award by h. 23.59.59” of July 22<sup>nd</sup>, 2021 (hereinafter, “**Enrollment Period**”).

An NDA and a Privacy Notice will be emailed to all applicants, and must be sent back by the 23.59.59” of July 27<sup>th</sup>, 2021.

On the 28<sup>th</sup> of July, 2021, all participants who correctly signed off the NDA and the Privacy Notice will receive the Briefing Document.

From the time of Briefing Document’s reception to the 23.59.59” of July 30<sup>th</sup>, 2021 all participants can submit their questions on the briefing materials at the email address: [call4design@sixth-sense.ai](mailto:call4design@sixth-sense.ai).

On the 4<sup>th</sup> of August, 2021, all questions with the related answers shall be posted on the Sixth Sense website (sixth-sense.ai).

Participants shall submit their project from h. 00.00.01” of August 5<sup>th</sup>, 2021 to h. 16.00.00” of August 27<sup>th</sup>, 2021 (hereinafter, “**Submission Period**”).

By the 10<sup>th</sup> of September 2021 the winning Design shall be selected and its author shall be notified by email.

By the 10<sup>th</sup> of September the rankings of all Participants shall be published on Sixth Sense website (sixth-sense.ai).

## D) PARTICIPATION IN THE AWARD

### 1) ENROLLMENT STAGE

During the Enrollment Period participants will be able to submit their application through a Google form at <https://forms.gle/3Wv9RD6u8AUgCd426>.

The following data, information and documentation shall be mandatorily or optionally required.

- i) [Mandatory] Personal data: first name, last name, phone number, e-mail address.
- ii) [Optional] Curriculum Vitae, portfolio profile link.

### 2) FINAL STAGE

During the Submission Period, Participants will be able to submit their Designs to the following email address: [call4design@sixth-sense.ai](mailto:call4design@sixth-sense.ai).

There is no limit to the number of Designs that any Participant can submit.

The Designs submitted will be evaluated by a board of experts from Sixth Sense (hereinafter, the “**Board**”). The Board shall be composed by the following members:

- **Giacomo Porzio** - CEO
- **Gianluca Nastasi** - CTO
- **Christine Lipkau** - CMO
- **Giammarco Casu** - Technical Product Manager
- **Giovanni Palandri** - Customer Success Manager
- **Ginevra De Fassi** - Product Manager
- **Giovanni d’Alessandro** - Senior UI/UX Designer

Each member of the Board shall evaluate the Designs submitted by the Participants and judge them based on the following criteria:

- Consistency with the brief (30 pts)
- Level of creativity of the proposal (40 pts)
- Appeal of the layout proposal (10 pts)
- Richness/accuracy of the proposal/prototype (10 pts)
- Effectiveness/affordance of the proposal (10 pts)

Total score: 100 points

(hereinafter, the “**Evaluation Criteria**”).

Each Design shall be judged by each member of the Board, which will decide how many points to give for each of the Evaluation Criteria (out of the maximum specified for each criteria).

The Participant who gained the highest number of points will be selected as the winner. The winner will be contacted via email by the 10<sup>th</sup> of September, 2021. The rankings of all Participants’ projects evaluation will be published on the Sixth Sense website ([sixth-sense.ai](http://sixth-sense.ai)).

The prize of the Award, entitled to the winner, is set in the amount of 2.000 euros (hereinafter, the “**Reward**”).

If there is no way to contact the winner for the delivery of the Reward within one month from the first attempt, or if the winner refuses to accept the Reward, we will proceed to contact the second of the ranking and so on.

#### **E) REPRESENTATIONS AND WARRANTIES OF THE PARTICIPANT**

By participating in the Award, the Participant represents and warrants that:

- 1) the Design is new and original, and does not infringe any industrial and intellectual property right of third parties, as well as any other right, copyright, title or interest recognized to third parties, with no limitations of time and territory;
- 2) all the materials submitted to participate (such as, including but not limited to, documents, presentations, photographic and audio-visual materials) are new and original and do not infringe any industrial and intellectual property right of third parties, and their contents are not illicit or prohibited by law, nor explicit, offensive, disgusting or anyways inopportune based on Sixth Sense's sole discretion;
- 3) regardless of the outcome of the participation, the Participant (through its representatives, administrators and officers) will not release representations or declarations (without limitation of territory and means, there included social networks) detrimental to the Award, as well as to products / services / corporate image of Sixth Sense;

Participant shall and hereby grants, on a royalty free basis, to SixthSense a non-exclusive, world-wide, royalty-free, license to make, use, have made, sell, have sold, and offer for sale of any product embodying the Design and any intellectual property rights (i.e. (i) copyrights (whether or not registered) and registrations and applications for registration thereof in Italy or all other nations throughout the world, including all derivative works, moral rights, renewals, extensions, reversions or restorations associated with such copyrights, now or hereafter provided by law, regardless of the medium of fixation or means of expression, (ii) industrial designs (whether or not registered), (iii) databases and data collections, (iv) copies and tangible embodiments of any of the foregoing, in whatever form or medium, (v) all rights to obtain and rights to apply for patents, and to register trademarks and copyrights, (vi) all rights in all of the foregoing provided by treaties, conventions and common law and (vii) all rights to sue or recover and retain damages and costs and attorneys' fees for past, present and future infringement or misappropriation of any of the foregoing.

Should the Participant contravene, during the timeframe of the Award, representations and warranties provided at no. 1), 2), 3) or above, it will be excluded from the Award and its representation will be revoked.

In the event of non-compliance to all representations and warranties above, both during and after the timeframe of the Award, it is understood that Sixth Sense is entitled to undertake any applicable remedy by law.

Moreover, the Participant will indemnify and hold harmless Sixth Sense and its affiliates in the event of claims by third parties (there included judicial or administrative authorities) directly or indirectly connected with the Design and generally with its participation in the Award (and in the eventual phase of enjoyment of the Reward), without prejudice to Sixth Sense's right to undertake any applicable remedy by law.

#### **F) MISCELLANEOUS**



Sixth Sense shall not be liable in case the proper participation in the Award is prevented by events that cannot be ascribed to it (including, but not limited to, partial or full unavailability of the Sixth Sense website, or difficulties experienced by Participants in accessing due to inadequate software/hardware equipment).

Sixth Sense reserves the right to modify, in whole or in part, at any time, the mode of participation in the Award; it will provide adequate notice thereof.

These Rules (and the whole Award in any aspect of its) are governed and construed in accordance with the laws of Italy.

The Courts of Rome will have exclusive jurisdiction on any dispute, claim or procedure which may arise from these Rules, their execution and interpretation, as well as from any aspect pertaining the Award.