

## 亚洲消费电子展“创新奖”评选方法

亚洲消费电子展“创新奖”由赛逸（上海）会展有限公司与上海国展展览中心有限公司联合主办，是一项仅面向 2018 年亚洲消费电子展参展商开放的评奖活动。如有条款与法律相抵触，则奖项无效。

**1. 评奖日期：**奖项评选活动于 2018 年 2 月 26 日凌晨 12 点 01 分 01 秒（中国标准时间）起，至 2018 年 4 月 20 日晚上 11 点 59 分 59 秒（中国标准时间）截止。评审委员会将在 2018 年 5 月 14 日之前从各个类别的送选产品中选出获奖者。获奖者将于 2018 年 5 月的第三周予以公布。

**2. 评奖活动主办方：**赛逸（上海）会展有限公司（“上海赛逸”）。办公地点：中国上海浦东嘉里大酒店 3 楼商务中心 6 号办公室，邮编：201204，及上海国展展览中心有限公司（“上海国展”），办公地点：中国上海市长宁区娄山关路 55 号新虹桥大厦 11 层，邮编：200336。奖品提供方：上海赛逸及其境外投资方 - 美国消费技术协会、上海国展。

**3. 参选资格和要求：**2018 年亚洲消费电子展所有参展商的任何产品/技术均可参选本次评奖活动，条件是该产品/技术必须属于指定的评奖产品/技术类别之一。参选的产品/技术必须在 2018 年 1 月 1 日至 2019 年 1 月 1 日期间首次在零售商店向公众出售。在线出售的产品/技术不具有参选资格。

参加评奖的参展商必须为每一种产品/技术提交一（1）份填写完整的参选申请表。同一产品/技术不得以多个产品类别的名义参选。

如参加评奖的参展商被提名为获奖者，则该参展商必须提供一件获奖产品的样品（原型机或最终产品）以便在 2018 年 6 月 13 日至 15 日期间在中国上海举办的亚洲消费电子展“创新奖”获奖产品展示区进行展示。

往年曾参选的产品/技术无资格再次参选。但是，如果参展商对原产品/技术作了重大改进和/或提升，且该等改进和/或提升具有独一无二和创新的特点，则新的产品/技术有资格再次参选。

参加本次评奖活动，贵司陈述和保证（1）贵司拥有该产品/技术的全部权利，或就该产品/技术中所使用的知识产权已获得了必要的授权许可；（2）贵司的产品/技术未侵犯任何第三方的知识产权、隐私权、形象权、或任何其他法律权利或精神权利；以及（3）贵司的产品/技术未包含任何诽谤性的、损害名誉的、恶俗的、非法的、危险的或淫秽的材料。

参加评奖的参展商有责任正确填写其申请中提及的任何和所有的受商标权或版权保护的名称。

该评奖活动仅对提交申请时是 2018 年亚洲消费电子展参展商且年龄为 18 周岁或以上的人士开放。上海赛逸和美国消费技术协会、上海国展及其子公司的员工、销售代表、参与本次评奖活动的设计、执行的广告机构、宣传单位和所有其它服务机构、以及上述任何人员的直系亲属成员（为本次评奖活动之目的，直系亲属为父母、子女、兄弟姐妹和配偶）或家属（无论是否是亲戚）均无资格参加本次评奖活动。

**4. 如何申请参选：**参展商可于 2018 年 2 月 26 日至 4 月 20 日期间访问亚洲消费电子展官网 CESAsia.com 在线填写和提交参选申请表。通过电子邮件和/或以纸质文件形式提交的参选申请将不予接受。迟于 2018 年 4 月 20 日晚上 11 点 59 分（中国标准时间）填写和提交的申请无参选资格。

**5. 获奖者筛选方式：**由行业专家组成的评审委员会将依据以下五大标准选出获奖者：（1）工程工艺质量；（2）美学和设计质量；（3）产品的预期用途 / 功能和用户价值；（4）产品应被授予创新奖的原由，包括与产品独一无二的/新颖的特点和吸引用户的特点有关的细节；以及（5）与市场上其他产品相比，参选产品的设计和创新优势。

获得“最佳创新奖”的几率取决于收到的、符合参选资格的产品的数量。最终评选出奖项的前提是应遵守亚洲消费电子展“创新奖”官方评奖规则（并保持遵守该等规则）以及应获得上海赛逸及上海国展的批准。作为领奖的条件之一，获奖者应提供其联系信息，包括但不限于姓名/名称、电话号码和电子邮件地址。为享受获奖后的回报，获奖者将被要求另行签订一份协议，详细规定使用知识产权和进行营销时享有的具体权利以及应承担的义务。

上海赛逸及上海国展将于 2018 年 5 月的第三周，在亚洲消费电子展的媒体活动上正式公布获奖者名单。获奖者可派公司代表出席该媒体活动。获奖结果将通过以下方式公布：记者招待会、新闻稿以及在亚洲消费电子展官网 [www.CESAsia.com](http://www.CESAsia.com) 上公布获奖产品。

如欲索取获奖者名单（2018 年 5 月 14 日后可索取），可向赛逸（上海）会展有限公司（“上海赛逸”）提出申请，并附上一个写明地址并已贴足邮票的信封。上海赛逸的办公地址为中国上海浦东嘉里大酒店 3 楼商务中心 6 号办公室，邮编：201204。

## 6. 获奖者收益

- 可在产品外包装和广告材料中使用“亚洲消费电子展创新奖获奖产品”的标志。上海赛逸及上海国展将与贵司就该项奖励另行签订一份许可协议。
- “亚洲消费电子展最佳创新奖”的奖牌可于展览期间在您的展台展示，亦可在企业的奖杯陈列柜中展示。
- 通过亚洲消费电子展的新闻发布会和其它媒体活动获得整个行业的认可和媒体关注。
- 享有在 2018 年亚洲消费电子展“创新奖”获奖产品展示区进行展示的机会，该展区是整个展场中最热门的区域之一。
- 在亚洲消费电子展官方网站上获得曝光率。
- 在《亚洲消费电子展展览和会议指南》中贵公司的名称旁将标有“创新奖”标志。
- 在美国消费技术协会的旗舰刊物《It Is Innovation (i3) magazine》上做广告时可获得非常可观的折扣。

所有奖项所得到的收益总值预计约合人民币 27,500 元。奖项及奖品不可转让，不可折换成现金，奖品也不得以其他奖品替换。但是，上海赛逸及上海国展保留以价值相同或价值更高的奖品替换获奖奖品的权利。在获奖者按照亚洲消费电子展“创新奖”官方评奖规则恰当申请相应奖项，且在上海赛逸及上海国展收到足够数量的符合参选资格的申请后，则所有奖项将予以正常颁发。如果获奖者的年龄未满 18 岁，则奖项将授予该未成年人的父母或法定监护人，前提是上述未成年人的父母或法定监护人必须遵守所申请奖项的要求。

**7. 上海赛逸及上海国展享有的权利：**除非有法律禁止的情况以及需遵守保密申请信息的情况，否则一旦参加本次评奖活动，贵司不可撤销地同意，**上海赛逸及上海国展**可在全球永久且不受限制地、在任何媒体渠道使用贵司的公司名称、参选产品的照片、以及关于贵司参加本次评奖活动的任何口头或书面公告（以下统称“**贵司肖像**”），且无需向参展商提供补偿。对于**贵司肖像**，一旦贵司参加本次评奖活动，则表明贵司自愿放弃可能妨碍**上海赛逸及上海国展**使用**贵司肖像**的隐私/形象权、以及其他法律权利或精神权利，并且，参展商同意不会就**上海赛逸及上海国展**使用**贵司肖像**而对**上海赛逸及上海国展**提起任何诉讼或主张任何权利。

每家被评定为获奖者的参展商均授予**上海赛逸及上海国展**许可权，准许**上海赛逸及上海国展**在宣传本次亚洲消费电子展或未来类似的奖项项目时使用参展商名称、详细的说明信息、网站以及照片/肖像，而无需向参展商提供补偿，也不必获得参展商的事先批准。

#### **8. 数据保密：**

一旦参与本次评奖活动，则贵司同意**上海赛逸**通过参选表格获取您的个人信息。**上海赛逸**将通过您的电子邮件地址与您就有关评奖活动保持联系。**上海赛逸**会将您的信息与其境外投资方美国消费技术协会共享，并将在内部保存最多十八个月时间。评审委员会委员以及亚洲消费电子展联合主办方上海国展展览中心有限公司将在接收/审核参选产品过程中接触到您的信息，但是上述机构将不会保留这些数据。您可以通过电子邮件至 [CESAsiaInnovationAwards@CTA.tech](mailto:CESAsiaInnovationAwards@CTA.tech) 向我们索取一份您的数据备份。您的数据将在恰当的安全措施保护下被使用。如果您对提供这些信息以及对**上海赛逸及上海国展**如何使用你的信息持有保留意见，则建议您不要参与此次评奖。如果您在正式评奖期间或在亚洲消费电子展开幕之前要求删除这些个人信息，请务必了解此举将会影响到您获奖的几率。如果缺少这些必要的信息，**上海赛逸及上海国展**将无法处理您的参选申请。

**9. 附加信息：**一旦参加本次评奖活动，则参展商同意遵守亚洲消费电子展“创新奖”官方评奖规则以及**上海赛逸及上海国展**作出的所有决定，该等决定对与本次参展有关的所有事项均是终局性的。参加评奖的参展商同意放弃因官方评奖规则有歧义或者有错误而进行索赔的任何权利。

a. **上海赛逸上海赛逸及上海国展**及其高管、董事、外国投资者、代理人和雇员对于以下事项均不承担任何责任：（1）经篡改的、难以辨认的、不完整的、被损坏的、或误导性的参选申请，或参选申请提交延迟、丢失或不成功；（2）与电话、电子、硬件、软件、网络、互联网或计算机有关的故障、失灵或困难；（3）传输错误或延迟；（4）超出**上海赛逸及上海国展**控制的、可能

导致本次亚洲消费电子展评奖活动被中断或受破坏的事件引起的任何情况；（5）参加本次评奖活动或接受或使用奖品导致的任何损失或损害；以及（6）与奖项宣传有关的任何材料的任何印刷或排字错误。

b. 若参展商出现以下不遵守亚洲消费电子展“创新奖”官方规则的情况或不妥行为，**上海赛逸及上海国展**经自行决定，可禁止参展商参加本次评奖活动：（1）**上海赛逸及上海国展**确定参展商行事方式存在不公平或不平等情况；（2）意图骚扰、威胁或侵扰任何其他参展商或**上海赛逸及上海国展**；或（3）任何其他破坏行为。

c. **上海赛逸及上海国展**经自行判断，认为提交的产品/技术是不道德的、淫秽的、恶俗的、亵渎的或不符合**上海赛逸**形象的，则该等产品/技术将失去参选资格。若**上海赛逸及上海国展**认为提交的产品/技术会危害任何人的安全或健康的，或未遵守亚洲消费电子展“创新奖”评选规则的，则**上海赛逸及上海国展**经自行判断，有权在任何时候取消该等产品/技术的参选资格。**上海赛逸及上海国展**的上述决定是终局性的，并对参展商具有约束力。

d. 如果出现电子病毒、恶意软件攻击、未经授权的人为干涉、系统故障、失灵、困难或其他超出**上海赛逸及上海国展**和其代理机构控制的事由削弱或影响本次评奖活动的管理、安全、公平、或正常开展或实施，**上海赛逸及上海国展**经自行决定，保留取消、终止或暂停本次评奖活动的权利。

**10. 争议解决和管辖法律：**一旦参加本次评奖活动，则对于因参选和/或接受、获得、接收、使用和/或滥用奖品引起的或声称引起的任何伤害、损失或损害，包括但不限于知识产权侵犯、人身伤害、死亡和/或财产损害，参展商永久并不可撤销地免除**上海赛逸及上海国展**和**上海赛逸及上海国展**的高管、董事、外国投资者、代理人、雇员以及其他所有参与策划推进和实施执行本评奖活动的相关人士承担任何责任，赔偿他们遭受的损失，并使他们免受任何伤害。除相关法律另有规定外，参展商同意，**上海赛逸及上海国展**对与本次评奖活动和/或任何奖品的授予有关的任何担保、声明或保证（不论明示的还是默示的）均不承担任何责任。如果参展商提供给**上海赛逸及上海国展**的产品样品或公司资料用于亚洲消费电子展“创新奖”的相关展示，参展商同意，对于因参展商提供的上述样品或资料引起的任何主张、债务、损失、损害或费用，参展商将对**上海赛逸及上海国展**进行赔偿，并使**上海赛逸及上海国展**免受任何损害，因**上海赛逸及上海国展**重大过失或故

意不当行为引起的主张、债务、损失、损害或费用除外。获奖者必须为所有产品/展示物品全额投保。如果前述责任免除和赔偿条款因任何原因被主管法院判定为无效，参展商同意，一旦其参加本次评奖活动，则(i) 与参选或授予的任何奖品有关的任何和所有争议、主张和诉因均应单独地予以解决，而不能诉诸任何形式的集体诉讼；(ii) 与任何主张、判决和奖项有关的费用应限于实际现款支出的费用，包括参与评奖活动的费用，但任何情况下均不应包括律师费；以及(iii) 参展商同意，放弃主张间接的、惩罚性的、附带的、特定的、惩戒性的或后果性的损害赔偿的所有权利，并放弃主张要求损害赔偿翻倍或增加以及任何其他损害赔偿的任何和所有的权利，除了实际现款支出的损害赔偿主张外。参展商同意，与亚洲消费电子展“创新奖”官方评奖规则的解释、效力、释义和执行有关的所有争议和问题，以及**上海赛逸及上海国展**和参展商涉及本次评奖活动的权利和义务的解释、效力、释义和执行有关的所有争议和 问题，均受中华人民共和国法律管辖，并据其解释。参展商同意接受中国上海法院的专属管辖。

**CES ASIA INNOVATION AWARDS SPONSORED BY INTERNATIONAL CES (SHANGHAI) EXHIBITION COMPANY AND SHANGHAI INTEX EXHIBITION COMPANY LIMITED IS A CONTEST OPEN ONLY TO CES ASIA 2018 EXHIBITORS. VOID WHEREVER PROHIBITED.**

1. **Contest Dates:** The Contest begins 12:01:01 AM CST February 26, 2018 and ends 11:59:59 PM CST April 20, 2018. A panel of judges will select honorees in each category by May 4, 2018. Honorees will be announced the week of May 14, 2018.
2. **Contest Sponsor:** International CES Shanghai Exhibition Company, Ltd. ("CES Shanghai"), Office 6, 3<sup>rd</sup> floor Business Center and Office Suites, Kerry Hotel, Pudong, Shanghai 201204 China, and Shanghai Intex Exhibition Company Ltd. ("Shanghai Intex"), 11<sup>th</sup> Floor, New Hongqiao Mansion, 55 Lou Shan Guan Road, Changning, Shanghai 20336 China. Prize Provider: CES Shanghai and its non-PRC investor, the Consumer Technology Association ("CTA"), and Shanghai Intex.
3. **Eligibility and Requirements:** Contest is open to any product/technology from any exhibiting company of CES Asia 2018, as long as it fits within one of the designated award categories. Products/technologies submitted must become available for sale to the public, for the first time, in retail outlets between January 1, 2018 and January 1, 2019. Online selling does not qualify.

Entrants must submit one (1) completed application per product/technology. The same product/technology cannot be submitted into multiple product categories.

If entrant company is named as an Honoree, one (1) sample of the submitted product (prototype or final product) must be available for display in the Innovation Showcase at CES Asia 2018, June 13-15 in Shanghai, China.

Entries submitted in a previous year are not eligible for resubmission. However, if significant improvements have been made to the original product and/or significant enhancements that are unique and innovative, then the new model is eligible for submission.

By entering the Contest, you represent and warrant that (a) You own all rights in your product/technology or have the necessary licenses to intellectual property used in your product/technology; (b) Your product/technology does not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party; and (c) Your product/technology does not contain any defamatory, libelous, indecent, illegal, dangerous, or obscene material.

It is the entrant's responsibility to properly attribute any and all trademarked or copyrighted terms used in their application.

This Contest is open only to persons who, as of date of entry are CES Asia 2018 exhibitors, at least 18 years of age or older. Employees of CES Shanghai, CTA, Shanghai Intex, its subsidiaries, sales representatives, advertising, promotion and all other service agencies involved with design, execution or fulfillment of this Contest, and members of the immediate families (defined for these purposes as parents, children, siblings and spouse) or households (whether related or not) of any of the above are NOT eligible to participate.

4. **How to Enter:** Complete and submit your entry online at [www.CESAsia.com](http://www.CESAsia.com) between February 26 and April 20, 2018. Emailed and/or hard copy submission forms will not be accepted. Any application that is not completed and submitted by 11:59 PM CST April 20, 2018 will be disqualified.

5. **Winner Selection:** A panel of industry expert judges will select Honorees. Honorees will be selected based on five qualifications: 1) Engineering qualities; 2) Aesthetic and design qualities; 3) The product's intended use/function and user value; 4) Why the product deserves the Innovation Award, including specifics regarding its unique/novel features and features that consumers would find attractive; and 5) How the design and innovation of this product directly compare to other products in the marketplace.

Odds of winning the Best of Innovation designation depend on the number of eligible entries received. Award designation is subject to proof of compliance with Official Rules, maintaining compliance with these Official Rules and approval by CES Shanghai and Shanghai Intex. As a condition of receiving the award, Honorees will be required to supply contact information including, but not limited to name, phone number and email address. To receive some of the award benefits, Honorees will be asked to enter into a separate agreement specifying detailed rights and obligations of using intellectual property and marketing benefits.

The Honoree announcement will take place the week of May 14, 2018, in conjunction with a CES Asia press event. Honorees may have company representatives attend the event. Announcements are made via press conference, press release, and online product listing at [www.CESAsia.com](http://www.CESAsia.com).

For a list of winners (available after May 14, 2018), send your request with a self-addressed stamped envelope to International CES (Shanghai) Exhibition Company, Ltd. ("CES Shanghai"), Office 6, 3<sup>rd</sup> floor Business Center and Office Suites, Kerry Hotel, Pudong, Shanghai 201204 China.

**6. Award Benefits:**

- The opportunity to include the Innovation Awards Honoree logo to include on your product packaging and advertising materials. CES Shanghai and Shanghai Intex will enter into a separate licensing agreement for this benefit.
- Innovation Awards Best of Innovation Honoree trophy to display in your exhibit at CES Asia and in your company's trophy case.
- Industry-wide recognition and media attention through a CES Asia press release and any additional media events.
- The opportunity to display your product in the Innovation Awards Showcase at CES Asia 2018, one of the most popular destinations on the show floor.
- Exposure on the official CES Asia website.
- Innovation Awards icon published next to your company listing in the Official CES Asia *Show Directory*.
- Substantial discounts on advertising opportunities in CTA's [\*It Is Innovation \(i3\) magazine\*](#).

Total estimated maximum ARV of all awards: RMB 27,500. Awards and Prizes are not transferable. No cash redemptions. No substitutions, except that CES Shanghai and Shanghai Intex reserves the right to substitute an award of equal or greater value. All awards will be granted provided they are properly claimed in accordance with these Official Rules and a sufficient number of eligible entries are received. If an Honoree has not reached the age of 18, the award will be granted on behalf of the minor to his/her parent or legal guardian, who must comply with the award claim requirements.

7. **Rights Granted to CES Shanghai and Shanghai Intex:** Except where prohibited and subject to confidential application information, by entering the Contest you also irrevocably agree that CES Shanghai and Shanghai Intex may use your company name, photographs of products and any verbal or written statements regarding your participation in the Contest (collectively, "Your Likeness") throughout the world, in perpetuity, in any media, without limitation or compensation to you. With regard to Your Likeness, by entering the Contest, you waive privacy/publicity rights and other legal or moral rights that might preclude CES Shanghai and Shanghai Intex's use of Your Likeness, and you agree not to sue or assert any claim against CES Shanghai and Shanghai Intex relating to their use of Your Likeness.



Each company selected as an Honoree grants CES Shanghai and Shanghai Intex permission, without compensation or prior approval, to use its name, detailed description, website and photograph/Likeness in promoting this or similar awards programs in the future.

8. **Data Privacy:** By entering the Contest, you agree that CES Shanghai is collecting your personal information in the entry form for the explicit purpose of your Contest entry. CES Shanghai will use your email address to communicate with you regarding the Contest. CES Shanghai will share your information with its non-PRC investor CTA and these parties will retain the data internally for up to 18 months. The panel of judges and CES Asia's co-producer Shanghai Intex Exhibition Co., Ltd. will view your information in their review of all applications, however these parties will not retain the data. You may receive a copy of this data by reaching out to CESAsiaInnovationAwards@CTA.tech. Your data will be processed with appropriate security. If you have any reservations with supplying this information or how CES Shanghai and Shanghai Intex will use your information, please do not submit an entry. If you request your information deleted at any point during the Contest dates or before CES Asia, please note that it could affect your chances to win. Without the information requested, CES Shanghai and Shanghai Intex cannot process your entry for submission.
9. **Additional Information:** By entering, you agree to abide by these Official Rules and the decisions of CES Shanghai and Shanghai Intex, which shall be final in all matters relating to the Contest. Entrants agree to waive any right to claim ambiguity or error in these Official Rules.
  - a. CES Shanghai and Shanghai Intex and its officers, directors, foreign investor, agents and employees are not responsible or liable for: (1) garbled, illegible, incomplete, damaged, misdirected, late, lost or failed entries; (2) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties; (3) errors or delays in transmission; (4) any condition caused by events beyond the control of CES Shanghai and Shanghai Intex which may cause the Contest to be disrupted or corrupted; (5) any losses or damages caused by participation in the Contest or acceptance or use of the prize; or (6) any printing or typographical errors in any materials associated with the promotion.
  - b. CES Shanghai and Shanghai Intex may prohibit you from participating in the Contest, in its sole discretion, if you fail to follow the Official Rules or act: (a) in a manner it determines to be not fair or equitable; (b) with an intent to annoy, threaten or harass any other entrant or CES Shanghai and Shanghai Intex; or (c) in any other disruptive manner.
  - c. Entries deemed by CES Shanghai and Shanghai Intex in their sole discretion to be immoral, obscene, indecent, profane or not in keeping with CES Shanghai and Shanghai Intex's image will be disqualified. CES Shanghai and Shanghai Intex reserves the right in its sole discretion to disqualify any entry at any time which, in CES Shanghai and Shanghai Intex's opinion, endangers the safety or well-being of any person, or fails to comply with these Official Rules. CES Shanghai and Shanghai Intex decisions are final and binding.
  - d. CES Shanghai and Shanghai Intex reserves the right in its sole discretion to cancel, terminate or suspend this Contest should electronic viruses, malicious software attacks, unauthorized human intervention, systems malfunctions, failures, difficulties or other causes beyond the control of the CES Shanghai and Shanghai Intex and its agencies corrupt or affect the administration, security, fairness or proper play or conduct of the Contest.
10. **Disputes and Governing Law:** By participating, entrants forever and irrevocably release, indemnify, and hold harmless, CES Shanghai and Shanghai Intex and its officers, directors, foreign investor, agents, employees and all others associated with the development and execution of this Contest from and against any injury, loss or damage caused or claimed to be caused by your participation in the Contest and/or the

acceptance, awarding, receipt, use and/or misuse of the prize, including without limitation, intellectual property infringement, personal injury, death, and/or property damage. Except as otherwise provided by the relevant laws, the entrants agree that CES Shanghai and Shanghai Intex is not responsible for any warranty, representation, or guarantee, expressed or implied, relating to the Contest and/or the awarding of any prize. If product samples or company materials are supplied to CES Shanghai and Shanghai Intex for inclusion as part of CES Asia Innovation Awards-related display opportunities, you agree to indemnify and hold CES Shanghai and Shanghai Intex harmless against any claim, liability, loss, damage or expense to the supplied samples or materials with the exception of gross negligence or intentional misconduct on the part of CES Shanghai and Shanghai Intex. Honorees must insure all products/display items for full value. In the event that the preceding release and indemnity clauses are determined by a court of competent jurisdiction to be invalid or void for any reason, entrant agrees that, by entering the Contest, (i) any and all disputes, claims, and causes of action in connection with the Contest, or any prizes awarded, shall be resolved individually without resort to any form of class action; (ii) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorney's fees; and (iii) entrant hereby waives all rights to claim, indirect, punitive, incidental, special, exemplary or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses. Entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of CES Shanghai and Shanghai Intex or entrants in connection with the Contest, shall be governed and interpreted in accordance with PRC laws. Entrants consent to the exclusive jurisdiction of the courts in Shanghai, China.