

WIPO-ASEAN Youth TikTok Competition Rules

The theme of the Competition is “IP and Tourism: My land is my ultimate flex”. The Competition encourages young people in ASEAN countries to use their creativity to showcase the beauty and richness of their region (e.g. street food, fashion, nature) to the world, while also showcasing creativity and originality.

A. Definitions

1. **WIPO:** the World Intellectual Property Organization (WIPO) is the organizer of this Competition. WIPO is an intergovernmental organization and Specialized Agency of the United Nations with its headquarters located in Geneva, Switzerland, whose mission is to lead the development of a balanced and effective global intellectual property (IP) ecosystem to promote innovation and creativity for a better and more sustainable future.
2. **Participant:** the individual that submits a submission under the present rules (the Rules).
3. **Submission:** the video submitted by the Participant in accordance with the conditions set forth in these Rules.

B. General

4. By entering the Competition, the Participant acknowledges that:
 - a. they have read and understood these Rules and agree to be bound by them;
 - b. they have the requisite legal capacity to agree to be bound by these Rules and therefore enter into and/or otherwise participate in the Competition;
 - c. they understand that the theme of the Competition is “*IP and Tourism: My land is my ultimate flex*” and therefore, their submission must be related to the theme.

5. In order to enter the Competition, Participants must upload a video of up to 1 minute on TikTok, using the official competition sound, which can be found on TikTok by searching ASEANbyNature and clicking on “use this sound”. In addition, Participants must use the hashtag #ASEANbyNature in accordance with their nationality as follows:
 - a. #ASEANbyNatureBN - Brunei
 - b. #ASEANbyNatureKH - Cambodia
 - c. #ASEANbyNatureID - Indonesia
 - d. #ASEANbyNatureLA - Lao PDR
 - e. #ASEANbyNatureMA - Malaysia
 - f. #ASEANbyNatureMY - Myanmar
 - g. #ASEANbyNaturePH - Philippines
 - h. #ASEANbyNatureSG - Singapore
 - i. #ASEANbyNatureTH - Thailand
 - j. #ASEANbyNatureVN - Vietnam

6. For example, a video posted by a Singapore national shall contain the hashtag #ASEANbyNatureSG.

7. The Competition period shall be from 15 June 2023 to 30 July 2023.

8. Submissions that contain content that is infringing, threatening, false, misleading, abusive, harassing, libelous, defamatory, vulgar, obscene, scandalous, inflammatory, pornographic, profane or otherwise in breach of TikTok’s own community guidelines and/or policies will be rejected.

9. WIPO reserves the right to amend the Rules of the Competition, at any time, without prior notice.
10. Participants' personal information will be used by WIPO in accordance with its Data Privacy Policy.
11. If any of these Rules are held to be invalid or unenforceable, such clause and/or section shall be struck out and the remaining Rules shall continue to be enforceable.
12. WIPO, at its sole discretion, may decide to remove without previous notice any Submission from the Competition if it does not comply with the present Rules.

C. Eligibility criteria

13. Only participants from ASEAN (Association of Southeast Asian Nations) countries (both nationals or residing), including Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam may enter this Competition.
14. Participants must have reached at least the age of majority in their country of residence and must not be older than 35 years old at the time of their entry into the Competition. Participants may be required to provide, upon request, an official document to prove their age.
15. Employees or consultants of WIPO, ASEAN or other such national IP offices, their family members and any individual otherwise connected with the organization of this Competition are not eligible.
16. Participants must have publicly viewable TikTok profiles.
17. Participants must have posted their Submission between 15 June 2023 and 30 July 2023.
18. Submissions that are not posted within the timeframe specified above, or that are submitted through means other than those specified above, will not be eligible for the Competition.
19. Submissions that are found to be duplicates (including the use of the "stitch" or "repost" function on TikTok) of an individual's and/or another person's submission will be disqualified.

20. Submissions must not have been previously recognized and/or won an award or been submitted for any professional awards/prizes or used previously in any marketing or advertising campaign.

21. In the case of multiple Submissions, only the most popular Submission will be selected.

22. If the Participant(s) do not comply with one of the requirements contained in the above Rules, their Submission will be withdrawn as ineligible.

D. Intellectual Property

23. The Participant acknowledges, warrants, and represents that:

- the Submission does not violate any copyright, trademarks, patents, trade secrets, industrial designs, distinctive signs, contractual obligations, or any other intellectual property rights, or other proprietary rights of any third party;
- the Submission does not violate any person's rights of privacy, including but not limited to, names or other characteristics identifying celebrities or other public figures, alive or deceased;
- the Submission was recorded in a cruelty-free environment without harming or threatening to harm any person, animal, or plant;
- any individuals identified or identifiable in the Submission have consented to being included as shown in the Submission itself, for the purpose of entering into the Competition, and the license has been granted to WIPO per Clause 25 below;
- all other relevant permissions have been obtained.

24. WIPO does not acquire nor claim any copyright ownership rights in the Submissions.

25. By entering the competition, participants hereby grant to WIPO a perpetual, irrevocable, sub-licensable, non-exclusive, non-commercial, royalty-free, and worldwide license to use, publish, copy, modify, edit, adapt, publicly display, exhibit, reproduce, distribute, communicate to the public, broadcast, translate, and store, their submissions in any

format, medium or form. Any such uses by WIPO shall be solely for the purpose of its educational, promotional, and capacity-building work as a specialized agency of the United Nations and related archive use. WIPO shall not make commercial use of the Submissions.

26. WIPO will attribute authorship to the Participant(s).

27. The Participant agrees and consents to WIPO using their name and likeness in any communication, publication or advertising of future iterations of the Competition, without any compensation or notice.

28. The Participants must not use the WIPO's acronym, name or logo on material produced by them, including their submissions, without being granted prior written permission from WIPO.

29. Participants are advised that basic information on copyright is available [here](#) on WIPO's website and are encouraged to study that material before making a submission.

E. Additional Specifications – Selection process

30. A total of ten (10) Participants will be shortlisted based on the following criteria:

- creativity and originality of their Submissions;
- have significant engagement in the form of likes and comments on the Submission;
- adherence to basic requirements – e.g. use of competition sound and hashtags.

31. WIPO will contact the shortlisted Participants via TikTok private message. The shortlisted Participants will be required to provide an email address and their contact details in order to be vetted and to progress to the next phase, which will consist in a branding bootcamp followed by a facilitated networking opportunity.

32. If the shortlisted Participant does not respond within the timeframe stated and/or does not provide the requisite information as requested, WIPO reserves the right, in their sole discretion, to forfeit the prize and shortlist another Participant.

33. WIPO, upon receiving the required information, will verify that the shortlisted Participant fulfils the eligibility criteria set forth in Section C, "Eligibility". WIPO reserves the right to disqualify the shortlisted Participant if he/she does not meet any of the Rules herein.

F. Final Provisions

34. WIPO and its employees or agents will not be held responsible for any damage, loss or injury suffered by any Participant as a result of their entering into the Competition or the use of TikTok, neither will they be held responsible for the failure by any third parties (including internet service providers) to fulfil their obligations.
35. WIPO will not be held responsible for any unauthorized use made by a third party of the Submissions.
36. WIPO may cancel the Competition at any time without any future obligation.
37. Nothing in or relating to these Rules shall be deemed or interpreted as a waiver of any of the privileges and immunities accorded to WIPO as an international organization and a Specialized Agency of the United Nations.
38. Any dispute relating to these Rules shall be referred to and finally determined by arbitration in accordance with the UNCITRAL Rules, then in force. The appointing authority shall be the Secretary General of the Permanent Court of Arbitration. The place of arbitration shall be Geneva.