

## Knockoff!

### Canisius SIFE Anti-Counterfeit Goods Video Contest



### WIN \$1,000!

**The Contest:** Submit a **one minute video** that will persuade others not to purchase counterfeit (replica) goods. The video may be in any format.

**What You Will Win:** One winner of **\$1,000**.

**Purpose:** Create awareness of the social, economic, and/or ethical and legal ramifications to individuals and communities of purchasing counterfeit (replica) goods. According to Tim Phillips, author of [Knockoff: The Deadly Trade in Counterfeit Goods](#), if the knockoff economy were a business, it would be the world's biggest, twice the size of Wal-Mart. It is not a victimless crime and the buying public needs to wake up to the consequences of supporting the knockoff market. The most common counterfeit goods are medicines, watches, software, electronics, accessories and clothes. Tim Phillips speaks to the Canisius Community about this world-wide problem on October 29<sup>th</sup>, 2009 in the Montante Cultural Center.

**How to Enter the Contest:** Start by uploading your video at [www.youtube.com](http://www.youtube.com). Once your video is successfully uploaded, retrieve your unique URL. Email the following information to Canisius SIFE at [sife@canisius.edu](mailto:sife@canisius.edu): **Name, Email, Phone, Country, and URL of Video Submission.**

**Time Frame:** The contest begins on October 29<sup>th</sup>, 2009. All submissions must be made by 11:59 PM EST on January 31<sup>th</sup>, 2010. Winners will be announced on February 28<sup>th</sup>, 2010.

**How to Win:** Submissions will be judged on the basis of the following criteria,

- **Persuasiveness of Message**
- **Creativity and Originality** of script, characters and scene(s)

by judges selected by Canisius SIFE.

Potential winners will be notified by email and must respond within seven (7) days by phone or email, or will be disqualified and Sponsor may select an alternate winner in the same manner.

**Eligibility:** The Canisius SIFE Anti-Counterfeit Goods Video Contest ("Contest") is open to all legal residents of the United States, who are at least 18 years of age or older at time of entry, except Canisius SIFE team members, and YouTube and its respective parent companies, affiliates, subsidiaries, participating vendors and sponsors, promotion or advertising agencies, or any other company involved with the design, production, execution or distribution of the Contest, who are ineligible to enter. Void where prohibited or restricted by law.

**Conditions:** All video submissions must not infringe on copyright or trademark rights. (For more detail on conditions, please read the reverse side.)

**Questions?** Contact

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