

In celebration of ED HARDY's upcoming autobiography, *WEAR YOUR DREAMS*, coming June 2013

HAVE A LITERARY TATTOO

OR KNOW SOMEONE WHO DOES?

Well, Show It Off—and you could win original hand-painted flash designed by legendary artist

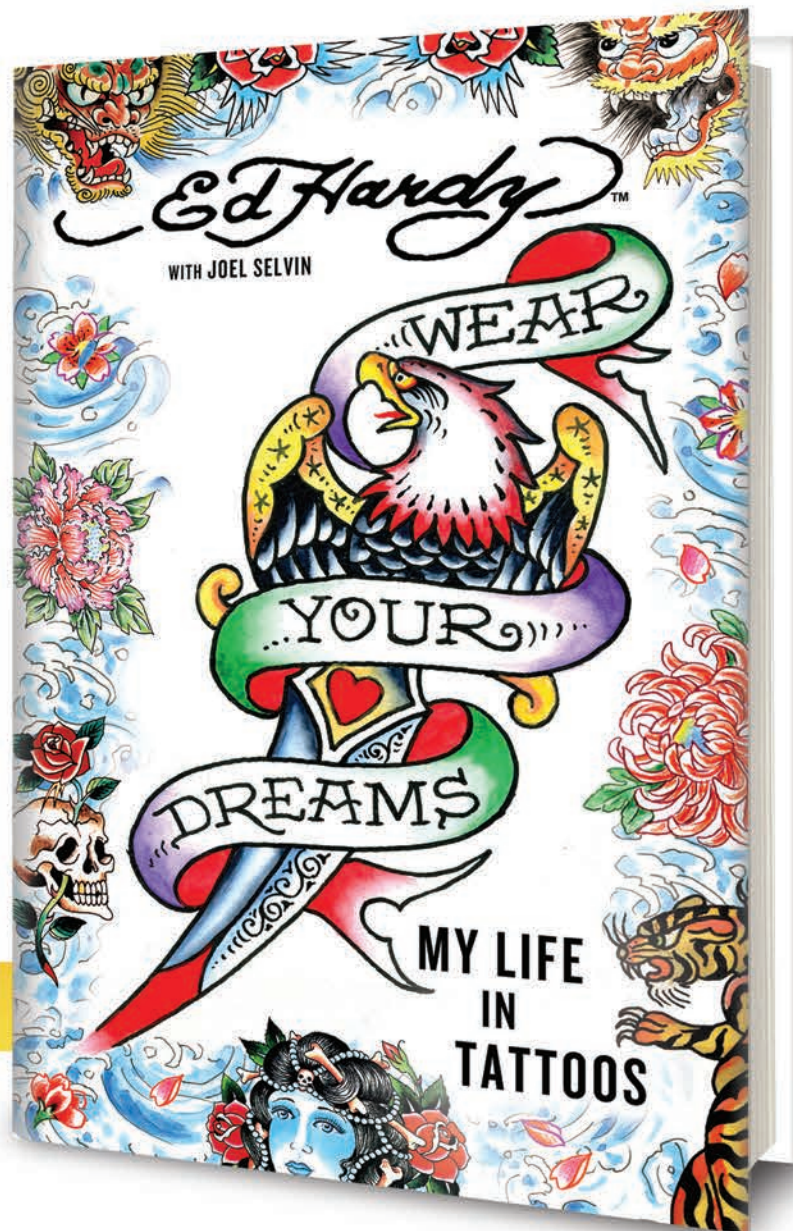
*Ed Hardy*™

ON-SALE  
JUNE 18<sup>TH</sup>, 2013

"I've always liked lettering in classic Western tattoos—names, phrases, and various sentiments. Often these appear in ribbons, either accompanying designs or free standing. Freestanding lettering was traditionally in some form of script, or what came to be known as "tattoo lettering": an all-capital serif font that has become widespread in general culture. Besides names, other popular themes were branches of military service and dramatic or humorous sentiments—DEATH BEFORE DISHONOR, DEATH OR GLORY, BORN TO RAISE HELL, BORN TO LOSE, and countless ironic variants.

Today tattooed words and phrases have grown in sophistication and complexity of both content and style. Overall, this is one of the most surprising and exciting developments in the old medium—often, long quotations from literature, poetry, and philosophy. When my publisher suggested I judge a tattoo contest, I immediately felt word tattoos would be the most interesting. Reading, writing, and publishing are a major component of my life, so it's a natural."

—ED HARDY



9781250008824  
Thomas Dunne Books/St. Martin's Press

... To Enter ...

Submit photos of your literary tattoo for consideration by visiting [smarturl.it/hardylittattoo](http://smarturl.it/hardylittattoo)

GRAND PRIZE

Original piece of hand-painted flash by ED HARDY and a boxed set of ED HARDY'S TATTOOTIME

TWO RUNNER-UP PRIZES:

A boxed set of ED HARDY'S TATTOOTIME

Please see other side for complete official rules.



# ED HARDY LITERARY TATTOO CONTEST—OFFICIAL RULES

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.**

**Contest may only be entered in or from the 50 United States and the District of Columbia and entries originating from any other jurisdiction are not eligible for entry. This Contest is governed exclusively by the laws of the United States.**

**You are not authorized to participate in the Contest if you are not located within the United States.**

- 1. How to Enter.** To enter the Ed Hardy Literary Tattoo Contest (the "Contest"), read the official rules, upload your image at [smarturl.it/hardylittattoo](http://smarturl.it/hardylittattoo), and click the "Submit" button. The photograph of your tattoo must be created by you, may be in .jpg, .gif, or .png file format only, must be no larger than 4MB, and should show a tattoo that incorporates text. All entry information and photograph submissions shall be collectively referred to herein as the "Submissions" or each as a "Submission." Sponsor reserves the right to cancel or modify this Contest in the event an insufficient number of entries are received that meet the minimum judging criteria.  
By entering, each entrant warrants and represents the following with respect to his/her Submission: (a) entrant is the sole and exclusive owner of the Submission; (b) the Submission is entrant's own creation and is 100% original; (c) the Submission will not infringe any rights of any third party; and (d) any third party whose person or property appears in the Submission has given entrant appropriate written consent (which shall be provided to Sponsor upon request) for such person or property to be filmed and used as permitted herein. All entrants must have a valid e-mail address. No automated entry devices and/or programs permitted. All entries, including Submissions, must be the exclusive property of their respective entrants. Receipt of entries will not be acknowledged or returned. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, postage-due, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Only fully completed entry forms are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor.
- 2. Start/End Dates.** Contest begins at 12:01 AM Eastern Time ("ET") on April 1, 2013 and ends at 11:59 PM ET on June 16, 2013 (the "Contest Period").
- 3. Eligibility.** Participation open only to legal residents of the fifty United States or the District of Columbia who are at least 18 years old as of date of entry. Void outside of the 50 United States and the District of Columbia, and where prohibited, taxed or restricted by law. Employees, officers and directors of St. Martin's Press ("Sponsor") and its parent companies, subsidiaries, affiliates, partners, dealers, advertising and promotion agencies, manufacturers or distributors of Contest materials and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors are not eligible to enter. You are not authorized to participate in the Contest if you are not located within the United States or the District of Columbia. All federal, state and local laws and regulations apply.
- 4. Judging/Judging Criteria.** Ed Hardy (the "Judge") will decide the winners chosen via public voting from April 1, 2013 – June 16, 2013. The Judge will evaluate submissions based on the following criteria: (a) creativity and originality, (b) aesthetic, and (c) how well the tattoo captures the spirit of literature and history of tattoo lettering.
- 5. Prizes.** Grand Prize Winner will receive one (1) Original piece of hand-painted "flash" (a tattoo design drawn on paper) by Ed Hardy, approximate retail value ("ARV"): \$1,000, and one (1) boxed set of Ed Hardy's TattooTime, all five issues of the historic magazine, ARV \$50. ARV of Grand Prize: \$1,050. Two (2) Runners Up will receive (1) boxed set of Ed Hardy's TattooTime, ARV \$50 each. Total ARV of all prizes: \$1,150. The prize winners' Submissions will also be considered for publication on the website of Sponsor and/or its affiliates. Prizes are non-transferable. No substitutions or cash redemptions. In the case of unavailability of any prize, Sponsor reserves the right to substitute a prize of equal or greater value. All unspecified expenses are the responsibility of winners. Limit one (1) prize per person.
- 6. Notification.** Winners will be notified by e-mail on or about June 18, 2013 and will be required to sign and return, where legal, an Affirmation or Affidavit of Eligibility, Liability/Publicity Release and/or rights transfer document within ten (10) days of prize notification. Additionally, winners may be required to obtain releases from any and all third parties appearing in their respective Submissions. If any winner is considered a minor in his/her jurisdiction of residence, Affidavit of Eligibility, Liability/Publicity and rights transfer document must be signed by his/her parent or legal guardian and prize will be delivered to and awarded in the name of minor's parent/legal guardian. If any winner cannot be contacted within five (5) calendar days of first notification attempt, if any prize or prize notification is returned as undeliverable, if any winner rejects his/her prize or in the event of noncompliance with these Contest rules and requirements, such prize will be forfeited and may be awarded to the Submission with the next highest score. Upon prize forfeiture, no compensation will be given.
- 7. Conditions/Grant of Rights.** Sponsor shall not be liable or responsible in the event any winner's Submission is not used for any reason. By entering a Submission in the Contest, entrant grants Sponsor and its licensees a nonexclusive, royalty-free, perpetual, irrevocable and fully sublicenseable right to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute and display the Submission throughout the world in any media now known or hereafter invented. Sponsor and its licensees will have the right, but not the obligation, to use the name you submit in connection with such Submission, if they so choose. Without limiting the foregoing, Submissions may be cut, edited, reformatted, rearranged, combined with other materials and/or otherwise modified, in Sponsor's sole and absolute discretion. Any and all federal, state and local taxes are the sole responsibility of the winners. Participation in Contest constitutes each entrant's permission for Sponsor to use his/her name, address (city and state), likeness, photograph, picture, portrait, voice, biographical information, and/or any statements made by each winner or entrant regarding the Contest or Sponsor for advertising and promotional purposes without notice or additional compensation, except where prohibited by law. By participating, entrants and winners agree to release, indemnify and hold harmless Sponsor, its partners and promotion and advertising agencies, Facebook, and each of their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors (collectively, the "Released Entities"), from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Contest, or possession, acceptance and/or use or misuse of prize or participation in any Contest-related activity and for any claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property-related cause of action. Entrants who do not comply with these Official Rules, or attempt to interfere with this Contest in any way shall be disqualified. Sponsor is not responsible if Contest cannot take place or if any prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism.
- 8. Additional Terms.** Any attempted form of entry other than as set forth in Section I above is prohibited; no automatic, programmed; robotic or similar means of entry are permitted. The Released Entities are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, the Website or any third party website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Contest, including any injury or damage to entrant's or any other person's computer relating to or resulting from participating in this Contest or downloading any materials in this Contest. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, extend or suspend this Contest should (in its sole discretion) virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Contest. In such case, the winner(s) may be selected from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Contest or the Website. Sponsor may prohibit an entrant from participating in the Contest or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives.  
**CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**
- 9. Limitation of Liability; Disclaimer of Warranties.** IN NO EVENT WILL THE RELEASED ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE SERVICE AND/OR THE CONTEST, DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THE CONTEST. IN NO EVENT SHALL THE RELEASED ENTITIES' TOTAL LIABILITY TO YOU FOR ALL DAMAGES, LOSSES, OR CAUSES OF ACTION EXCEED \$10. WITHOUT LIMITING THE FOREGOING, THIS CONTEST AND ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.
- 10. Disputes; Governing Law.** The parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Contest. Any controversy or claim arising out of or relating to these Official Rules and/or the Contest shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in the State of New York, City of New York.  
THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Contest, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in the County of New York in the State of New York. The parties agree not to raise the defense of forum non conveniens.
- 11. Use of Data.** Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at <http://us.macmillan.com/privacy>. By participating in the Contest, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy. **WHEN YOU ENTER THIS CONTEST, YOU ARE PROVIDING YOUR INFORMATION TO SPONSOR AND NOT TO FACEBOOK, EVEN IF YOU ENTER THROUGH A FACEBOOK PAGE OR APP.**
- 12. List of Winners.** To obtain a list of winners, send a self-addressed, stamped envelope by June 25, 2013 to: Paul Hochman, St. Martin's Press, 175 Fifth Avenue Floor 15, New York, New York 10010.
- 13. Sponsor.** St. Martin's Press. This Contest is in no way sponsored, endorsed, or administered by, or associated with, Facebook, even if you have accessed or entered the sweepstakes through a Facebook page or app.