[Special 30th Anniversary Feature]

LG ELECTRONICS USA INNOVATION CHALLENGE 2026

"Next-Gen LG Styler Innovation"

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID OUTSIDE THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA AND WHERE PROHIBITED BY LAW.

ARBITRATION NOTICE: THESE OFFICIAL RULES INCLUDE AN ARBITRATION REQUIREMENT AND CLASS ACTION WAIVER, WHICH, WITH SOME LIMITED EXCEPTIONS, REQUIRES YOU TO ARBITRATE ANY CLAIMS YOU MAY HAVE AGAINST US RELATED TO THIS COMPETITION ON AN INDIVIDUAL BASIS. ARBITRATION ON AN INDIVIDUAL BASIS MEANS THAT YOU WILL NOT HAVE, AND YOU WAIVE, THE RIGHT FOR A JUDGE OR JURY TO DECIDE YOUR CLAIMS, AND THAT YOU MAY NOT PROCEED IN A CLASS, CONSOLIDATED, OR REPRESENTATIVE CAPACITY. PLEASE CAREFULLY REVIEW THE SECTION "GOVERNING LAW & DISPUTE RESOLUTION" BELOW.

Overview

High school students (Grades 9–12) are invited to design the next generation of the **LG Styler**, LG's steam closet for garment care. The challenge is co-hosted by **LG Electronics USA, Inc. ("LGEUS")** and the **Korean-American Scientists and Engineers Association, New York Metropolitan Chapter ("KSEA NY")** (together, the **"Organizers"**) to celebrate LGEUS's 30th anniversary.

Theme: Smarter, safer home appliances for the future, and how we will live together.

Challenge name: Next-Gen LG Styler Innovation

The best ideas will be judged by LGEUS product planners and appliance engineers. The Grand Prize winner receives an LG Styler.

Key Dates

Date	What happens	Who
Wed, Nov 18, 2026 — 6:00 PM (ET)	Submission deadline (email all required files)	All Participants

Sat, Nov 21, 2026 — check in by 9:50 AM	Poster presentation at St. John's University	All Participants
Before Dec 12, 2026	Winners notified individually	Winners
Sat, Dec 12, 2026	Award ceremony at LGEUS North America headquarters	Winners

Late submissions will not be accepted.

Who Can Enter

- High school students in **Grades 9–12** who are legal residents and attending school in one of the 50 United States or the District of Columbia.
- Enter alone as an individual (each a "Participant" in these Official Rules)
- The Participant who wins receives **one prize.**
- Employees, officers and directors of LGEUS, KSEA NY, and each of its respective parent companies, subsidiaries, affiliates, partners, advertising agencies, and promotional suppliers are not eligible to enter or win.
- Immediate family members (spouse, parent, child, or sibling, or their spouses) and household members of an employee, officer, or director of LGEUS or KSEA NY may enter, but must disclose the relationship (including the person's name, employer, and relationship to the Participant) in Part 1 of the Application Form. No such employee, officer, or director may judge, mentor, or assist the Participant's Submission, or take part in judging deliberations for it. Failure to disclose a relationship, or any assistance from such a person, will result in disqualification, including after prizes are awarded.
- Subject to all applicable federal, state, and local laws and regulations.
- Void where prohibited or restricted by law.

Your Challenge

Propose a new feature, technology, or use for the LG Styler that makes garment care and daily life smarter, easier, and more convenient.

Start from what the Styler does today, find a real problem, and design a solution LGEUS could actually build. You may explore any of these directions:

Direction	Example question to start from
New garment-care features	What else could a steam closet do for clothes, shoes, or bags?
AI-powered smart features	How could the Styler learn what each fabric or user needs?
Eco-friendly and energy-saving	How could it use less water or electricity?

Everyday convenience	What would save a busy family 10 minutes each morning?
Real-world innovation	Could your idea become a product people would pay for?

Reference product: LG Styler, model **SC5MAR4G**. Other Styler models may also be used. Learn about current features at lg.com/us/discover-lg-styler.

How to Enter

Step 1 — Online submission (all Participants)

Email these **files** to **nymetro.ksea@gmail.com** by **Wednesday, November 18, 2026, 6:00 PM (ET)**:

1. **Application Form** (PDF or Google Doc link) — includes your proposal/abstract and the AI Usage Disclosure
2. **Visual / Drawing** (PDF or image) — a sketch, diagram, or mockup of your idea
3. **LGEUS IP Assignment, Waiver & Media Release Form** (signed PDF)

Email subject: Student Name - Next-Gen LG Styler Innovation
Example: `Jane Kim - Next-Gen LG Styler Innovation`)

If you share a Google Doc, set access to "Anyone with the link can view."

Step 2 — Final poster presentation

- **Date:** Saturday, November 21, 2026
- **Place:** St. John's University (directions)
- **Check-in:** at the registration desk **no later than 9:50 AM**; hand in your printed poster there
- **Format:** poster presentation during the 3-hour Science Session
- Judges visit each poster. An Open Gallery lets parents and guests view all projects. The event is public and may be photographed and recorded; do not include confidential information in your Submission. You may opt out of promotional use of your likeness and statements by checking the box in Section 11 of the LGEUS IP Assignment, Waiver & Media Release Form; opting out does not affect the IP assignment.

Participants who arrive without a printed poster will be disqualified.

Poster Requirements

Item	Requirement
Size	**48" wide × 36" tall** (4 ft × 3 ft)
Orientation	Landscape
Style	Academic research poster
Bring	One printed copy to check-in on Nov 21

A strong poster follows this order, left to right: **Problem → Idea → How It Works → Impact → Path to Product**. Use large visuals and short text a judge can read from 4 feet away.

Judging and Awards

Projects are judged by **LGEUS professionals in product planning and home-appliance development**.

Judges with a disclosed relationship to a Participant will be recused from evaluating that Participant's Submission.

Award	Winners	Prize
Grand Prize	1 individual	LG Styler (model SC5MAR4G)
Runner-up	2 individuals	LG xboom Bounce Core Bluetooth speaker, one per winner

Winners are notified individually before the award ceremony on **Saturday, December 12, 2026** at LGEUS North America headquarters, where prizes are presented in person. Prizes are the only compensation for Submissions, and LGEUS has no obligation to use or commercialize any Submission.

Additional Rules

AI tools are welcome — but you must disclose them. You may use ChatGPT, Gemini, Claude, Midjourney, or similar tools for brainstorming, writing, and design. List every tool and every task it helped with in the AI Usage Disclosure (Part 4 of the Application Form). Undisclosed AI use means immediate disqualification.

Intellectual property. Each Participant must submit a signed LGEUS IP Assignment, Waiver & Media Release Form (Rev. 2) with Step 1. By entering, you assign to LGEUS all rights, title, and interest in your Submission (including your idea, designs, code, prototypes, and materials) and all intellectual property rights in it; you keep no rights or license in it; and you waive moral rights to the extent permitted by law. Students under 18 need a parent or guardian to sign. IP Form: (**https://kmso.kseany.org/wp-content/uploads/2026/11/LGEUS_IP_Assignment_Waiver_Release_Form_33KMSO.pdf**)

Original work. Your Submission must be your own, apart from the AI use you disclose and any third-party material you identify, credit, and are permitted to use.

Participants must not engage in any violent, dangerous, or illegal behavior in creating a Submission. Submissions must not contain content that is inappropriate, offensive, libelous or defamatory, pornographic, sexually explicit, unlawful, harassing, abusive, threatening, harmful, vulgar, profane, obscene, violent, racially, ethnically, or otherwise objectionable, or offensive in any way. Submissions must not defame, misrepresent or contain disparaging remarks about LGEUS or its products, KSEA NY, or other people, products or companies. Submissions must not invade or infringe the privacy or publicity rights of any person, living or deceased, or otherwise infringe upon a person's personal or proprietary rights, including trademark rights and copyrights. Submissions must not contain the name, image or likeness ("likeness") of any third party. Submissions may not contain any intellectual property owned by third parties where Participants have not obtained the proper license or permission (e.g., music or characters). Submissions may not contain commercial/corporate advertising, including but not limited to corporate logos, brand names and slogans, other than those relating to LGEUS. All determinations regarding your compliance with

the entry requirements for the Competition will be made by the Organizers in their sole discretion.

Agreement to Official Rules

Participation constitutes Participant's full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Organizers, which are final and binding in all matters related to the Competition. Winning is contingent upon fulfilling all requirements set forth herein. A Participant may be disqualified in the Organizers' sole discretion if the Participant fails to comply with any of the terms of these Official Rules. By participating in the Competition, each Participant is representing and warranting that such Participant has read and understood, and agree to be bound by, these Official Rules, which constitute the entire agreement between the Participant and the Organizers in relation to the Competition. These Official Rules govern each Participant's participation and supersede any prior or other agreements between the Participant and the Organizers relating to the Competition.

Intellectual Property

LGEUS grants eligible Participants a limited, non-exclusive, non-transferable, non-sublicensable, revocable license to use the LG Logo and other LG Marks provided by LGEUS solely for the purpose of participating in this Competition in accordance with the terms and conditions of these Official Rules. Participants may not use the LG Logo or other LG Marks for any purpose other than to participate in this Competition, nor may Participant otherwise use any intellectual property of LGEUS in any way, unless expressly authorized by LGEUS in writing or otherwise authorized by law. Any violation of these Official Rules by Participant immediately terminates the license granted in this section.

General Conditions

LGEUS reserves the right to cancel, suspend and/or modify the Competition, or any part of it, in any manner and for any reason, including, without limitation, if any fraud, technical failures or any other factor beyond LGEUS's control (including, without limitation, disease, epidemic, or pandemic, including the ongoing COVID-19 pandemic and any related issues, concerns, or developments) impairs the integrity or proper functioning of the Competition or otherwise prevents the Competition from running as planned, as determined by LGEUS in its sole discretion. If terminated, LGEUS may, in its sole discretion, select one or more winners from all non-suspect Submissions received prior to such event (though LGEUS will have no obligation to select any winners or award any prizes) or otherwise modify the Competition in any manner LGEUS deems equitable.

The Organizers, in their sole discretion, reserves the right to disqualify any individual it finds to be tampering with the operation of the Competition or to be acting (or to have acted) in violation of the Official Rules of this or any other Competition or in an unsportsmanlike or disruptive manner and void all associated Submissions. Any attempt by any person to deliberately undermine the legitimate operation of the Competition may be a violation of criminal and civil law, and, should such an attempt be made, the Organizers reserve the right to seek damages and other remedies (including attorneys' fees) from any such person to the fullest extent permitted by law.

The Organizers' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Proof of sending any communication to the Organizers shall not be deemed proof of receipt of that communication. The Organizers may disqualify any Participant who has engaged in conduct intended to annoy, abuse, threaten or harass any other Participant, LGEUS, KSEA NY, or any of their representatives, or who otherwise engages in conduct that the Organizers deem to be objectionable or against the spirit of the

Competition, all as determined by the Organizers in their sole discretion. All interpretations of these Official Rules and decisions by the Organizers are final and binding in all matters related to the Competition.

Governing Law & Dispute Resolution

The Competition is governed by the laws of New Jersey, without regard to the conflicts of law provisions. All disputes, claims or demands that relate to these Official Rules will first be brought to the attention of the other party and will be resolved individually, without resort to any form of class action. The receiving party shall have sixty (60) days from the date of such notice to remedy the described breach or violation and notify the complaining party in writing of the resolution. If the dispute, claim or demand is not resolved to the satisfaction of the complainant within 60 days, the complainant may request an informal resolution conference (mediation), which, if agreed to by the other party, will be scheduled to occur within 21 days of the written response. Each party shall have the right to be represented at such a conference by counsel. Such conference will be in front of a third party mediator chosen by the parties.

IF ANY DISPUTE CANNOT BE RESOLVED BY THE ABOVE DISPUTE RESOLUTION PROCEDURE, YOU AGREE THAT SUCH DISPUTE WILL BE DECIDED BY BINDING ARBITRATION ON AN INDIVIDUAL BASIS. ARBITRATION ON AN INDIVIDUAL BASIS MEANS THAT YOU WILL NOT HAVE, AND YOU WAIVE, THE RIGHT TO HAVE A JUDGE OR JURY TO DECIDE YOUR CLAIMS, AND THAT YOU MAY NOT PROCEED IN A CLASS, CONSOLIDATED, COLLECTIVE, OR REPRESENTATIVE CAPACITY. Other rights that you and we would otherwise have in court will not be available or will be more limited in arbitration, including discovery and appeal rights. All such disputes between the parties, of whatsoever kind or nature arising out of these Official Rules or otherwise related to the Competition, shall be submitted to JAMS (https://www.jamsadr.com/) for binding individual arbitration under its applicable rules then in effect, before one arbitrator to be mutually agreed upon by both parties.

Notwithstanding the foregoing, in lieu of arbitration either you or either of the Organizers may (1) bring an individual claim in small claims court in the United States consistent with any applicable jurisdictional and monetary limits that may apply and (2) file an individual claim in court to enjoin the infringement or other misuse of its intellectual property rights, provided that any such claim is brought and maintained on an individual basis.

Personal Information

Information collected from Participant is subject to LGEUS's Privacy Policy, available at https://www.lg.com/us/privacy.

Contact

- Submissions: **nymetro.ksea@gmail.com**
- Questions: **kmso@kseany.org**
- Event page: kmso.kseany.org/lg-special-30th-anniversary-feature

Think about a real problem. Create a smart solution. Imagine the LG Styler of the future.

Final Checklist

- ☐ Every field in Parts 1–5 is filled in
- ☐ Employee relationship disclosure completed in Part 1 (if applicable)
- ☐ Visual / Drawing attached
- ☐ Add LG Logo on my project and follow the LG Brand Guidelines, available at https://www.lg.com/global/our-identity/logo/
- ☐ Signed LGEUS IP Assignment, Waiver & Media Release Form attached
- ☐ Subject line: Student Name - Next-Gen LG Styler Innovation
- ☐ Sent to nymetro.ksea@gmail.com before Wednesday, Nov 18, 2026, 6:00 PM (ET)

Questions: kmso@kseany.org