

THE RUBE GOLDBERG

CHALLENGE[®]

Creativity In Motion

WEEKLY INVENTION

SAFETY DEVICE FOR WALKING ON ICY PAVEMENTS.

WHEN YOU SLIP ON ICE, YOUR FOOT KICKS PADDLE (A), LOWERING FINGER (B) - SNAPPING TURTLE (C) - EXTENDS NECK TO BITE FINGER, OPENING ICE TONGS (D) AND DROPPING PILLOW (E), THUS ALLOWING YOU TO FALL ON SOMETHING SOFT!

1-7

WEEKLY INVENTION

HOW TO WASH DOG WITHOUT GETTING YOURSELF WET..

DOG-OWNER RELEASES TRAP (A), TOSSING OUT BOX OF SOAP FLAKES (B) - SKEETS-SHOOTER (C) FIRES, SHATTERING BOX --

...SNOW SHOVELER (D) THINKS BLIZZARD HAS STARTED AND REACHES FOR GALOSHES (E), UPSETTING PAY DIRT (F) - SMALL MINER (G) STARTS PANNING FOR GOLD AND MOTION OF PAN RUBS DOG AGAINST BRUSHES (H), SCRUBBING HIM CLEAN!

3-3

WEEKLY INVENTION

GLASS-BOTTOM SOFA.

MAKING IT EASY TO FIND PING PONG BALLS

NEAR-SIGHTED PET HEN WHO TRIES TO HATCH EVERY LOST BALL.

PERISCOPE ON BUREAU.

KNEE-CASTERS TO SPEED UP SEARCH FOR LOST BALL.

7-28

Rube Goldberg, Inc. • Six Barry Lane • Westport, CT 06880 • 203-227-0818 • Fax: 203-557-4625

www.RubeGoldberg.com • Email: Rube@rubegoldberg.com

MAY 2013

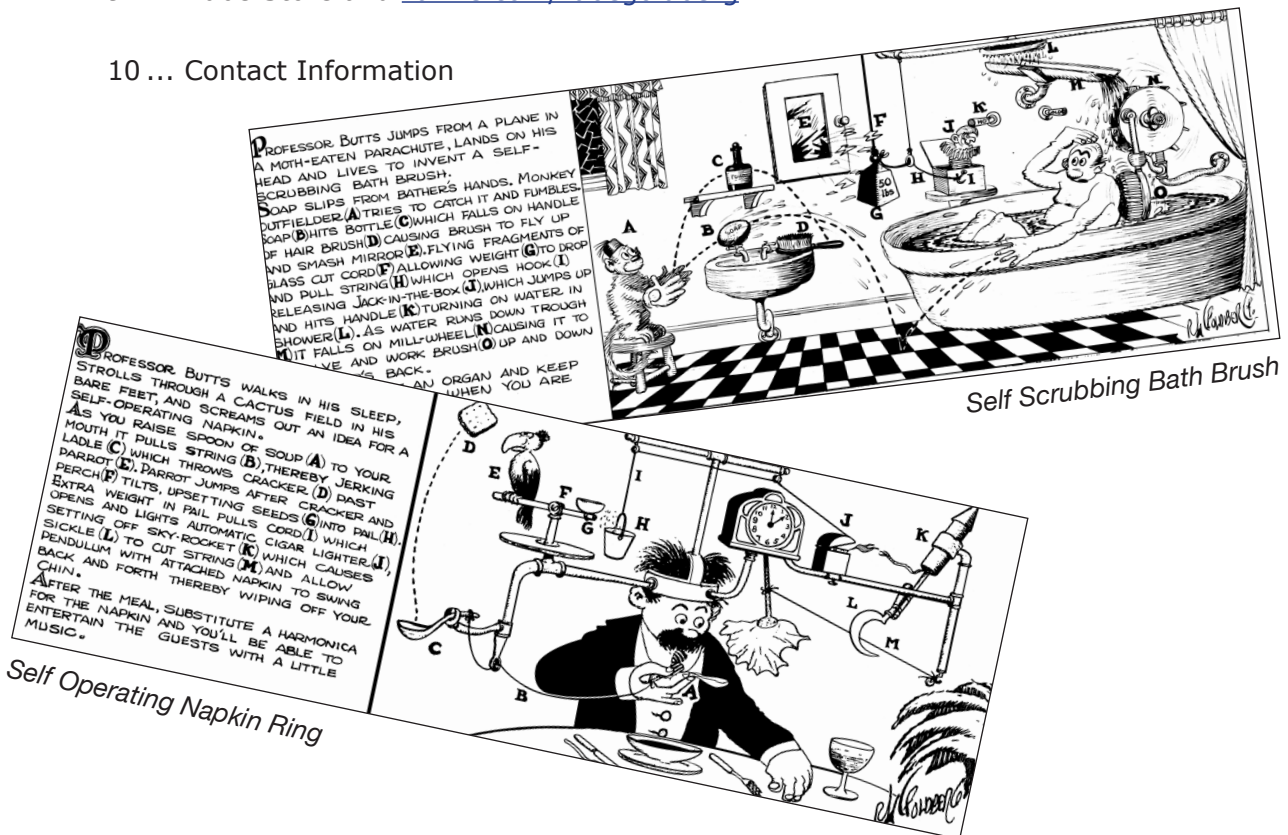
THE RUBE GOLDBERG CHALLENGE

Creativity In Motion

Rube Goldberg (rōōb göld'berg), n. a comically involved, complicated invention, laboriously contrived to perform a simple operation – *Webster's New World Dictionary*

Contents

- 2..... Introduction to Rube Goldberg, Inc.
- 3..... Rube Goldberg Biography
- 5..... Introducing the Rube Goldberg Challenge
- 6..... Licensing and Fees for the Rube Goldberg Challenge
- 7..... Registration for the Rube Goldberg Challenge
- 8..... Past Contest Tasks
- 9..... Rube Store and zazzle.com/rubegoldberg
- 10 ... Contact Information



Introduction to RGI

Rube Goldberg, Inc. is a Corporation, with shareholders and a board of directors.

The company licenses the following Contests and Challenges:

- International Online Rube Goldberg Machine Contest for Ages 11-14™
- Rube Goldberg Machine Contest High School level®
- Rube Goldberg Machine Contest College level®
- The Rube Goldberg Challenge®
- Rube Goldberg Corporate Hiring Competition
- Rube Goldberg Corporate Challenge

Our goal, with all levels of competition, is to encourage critical thinking and problem solving in a non-traditional learning environment. And to have fun in the process.

The company also licenses the usage of the art work of Rube Goldberg, Pulitzer Prize winning cartoonist, sculptor, and author.

Our web site, rubegoldberg.com, offers information on all the Contests, Challenges and Licensing. In our Gallery, you can see 300 Rube Goldberg illustrations. We also have a Rube Store, where clothing, books and other Rube items may be purchased. Sign up for our e-newsletter, and get auto-updates on what's going on at Rube Goldberg.

Rube Goldberg Machine™, International Online Rube Goldberg Machine Contest - Ages 11-14™, Rube Goldberg Machine Contest® and the Rube Goldberg Challenge® are all trademarks of RGI.

THE
RUBE GOLDBERG
CHALLENGE
Creativity In Motion

Rube Goldberg Biography

Rube Goldberg (1883-1970) was a Pulitzer Prize winning cartoonist, sculptor and author.

Reuben Lucius Goldberg (Rube Goldberg) was born in San Francisco on July 4, 1883. After graduating from the University of California Berkeley with a degree in engineering, Rube went on to work as an engineer for the City of San Francisco Water and Sewers Department.

After six months Rube shifted gears and left the Sewers Department to become an office boy in the sports department of a San Francisco newspaper. While there he began to submit drawings and cartoons to the editor until he was finally published. Rube soon moved from San Francisco to New York to work for the Evening Mail drawing daily cartoons. This led to syndication and a national presence – and the rest is history.

A founding member of the National Cartoonist Society, a political cartoonist and a Pulitzer Prize winner, Rube was a beloved national figure as well as an often-quoted radio and television personality during his sixty year professional career.

Best known for his “inventions”, Rube’s early years as an engineer informed his most acclaimed work. A Rube Goldberg contraption – an elaborate set of arms, wheels, gears, handles, cups and rods, put in motion by balls, canary cages, pails, boots, bathtubs, paddles and live animals – takes a simple task and makes it extraordinarily complicated. He had solutions for How To Get The Cotton Out Of An Aspirin Bottle, imagined a Self-Operating Napkin, and created a Simple Alarm Clock – to name just a few of his hilariously depicted drawings.

The promise and pitfalls of modern technology make Rube Goldberg’s inventions even more relevant now than when they were originally created. From think-tanks in Silicon Valley, to the New York Times, to Sunday morning’s Meet the Press, hardly a day goes by without the name “Rube Goldberg” being invoked. In fact, Rube Goldberg is an adjective in Webster’s Dictionary.

Rube did not build the machines he drew, but his cartoons have become an inspiration to aspiring engineers and scientists across the world.

At a time when the U.S. is looking to inspire young minds, Rube Goldberg’s legacy represents the best in American innovation, humor and unconventional thinking; an inspiring model for us all.

THE
RUBE GOLDBERG
CHALLENGE
Creativity In Motion

Rube Goldberg Biography



Rube Goldberg, 1920.
In the background, Boob McNutt and other characters from his cartoons.

THE
RUBE GOLDBERG
CHALLENGE
Creativity In Motion

Introducing the Rube Goldberg Challenge

RGI endeavors to increase awareness of the creative thinking and inspiring artwork of the late cartoonist, Reuben Lucius Goldberg.

Growing interest in our Rube Goldberg Machine Contests and our International Online Rube Goldberg Machine Contest for Ages 11-14, has encouraged RGI to create additional official, RGI authorized, competitions – open to all ages and created by each licensor. Based on those requests, we have developed **The Rube Goldberg Challenge**. With **The Rube Goldberg Challenge**, we hope to inspire children and adults to create.

A good venue for fairs, for-profit institutions, or elementary schools, **The Rube Goldberg Challenge** allows licensing of the logo and use of images for promotional and marketing purposes.

The Challenge can be based on one of the following:

- use of a specific product (like Legos) to create a Rube-like machine.
- any Rube Goldberg Machine Contest task from previous years, with adjustments as you see fit, to make the task suitable for all ages. A list of Past Tasks can be found on page 8.
- a concept originated by the host, and approved by RGI.

THE
RUBE GOLDBERG
CHALLENGE
Creativity In Motion

Licensing and Fees

License the **Challenge** for \$650.00 for one group use.

The license is for one-time, non-exclusive use.

Licensees may use our logo and up to 2 high resolution illustrations for promotion and marketing of **The Challenge**.

Our copyright line: **Artwork Copyright © Rube Goldberg Inc. All Rights Reserved. RUBE GOLDBERG ® is a registered trademark of Rube Goldberg Inc. All materials used with permission.** must be included with use of any illustrations.

Please mail to our office, along with the fee, the RG Challenge Registration Form located on page 7.

Upon receipt, RGI will email you approval. At that time, we will also email you a high resolution image of our logo and the images you have requested for use in marketing your Challenge.



Challenge Registration Form 2013-2014

Host (Licensee) Name: _____
 Address: _____

 Contact name: _____
 Telephone Number: _____
 Fax Number: _____
 Email: _____

Proposed Date you will hold your **Challenge**: _____

Brief Description of **The Challenge** you are proposing:

Include description of participants you anticipate (i.e.: Middle School, Elementary School, General public attending event)

Include the titles of 1 or 2 Rube Goldberg images you would like to use in marketing and promoting your **Challenge**: _____

Our copyright line: **"Artwork Copyright © Rube Goldberg Inc. All Rights Reserved. RUBE GOLDBERG ® is a registered trademark of Rube Goldberg Inc. All materials used with permission."** must be included with use of any illustrations.

Submit Form and \$650.00 fee to:

Rube Goldberg, Inc., 6 Barry Lane, Westport, CT 06880
 Phone: 203-227-0818
 Fax: 203-557-4625
 Email: Rube@rubegoldberg.com

THE
RUBE GOLDBERG
CHALLENGE
Creativity In Motion

Past Contest Tasks

- 2013 Hammer A Nail
- 2012 Inflate A Balloon and Pop It!
- 2011 Watering A Plant
- 2010 Dispense an Appropriate Amount of Hand Sanitizer into a Hand
- 2009 Replace an Incandescent Light Bulb with a More Energy Efficient Light Emitting Design
- 2008 Assemble a Hamburger
- 2007 Squeeze the Juice from an Orange
- 2006 Shred 5 Sheets of Paper
- 2005 Change Batteries and Turn on a 2-battery Flashlight
- 2004 Select, Mark and Cast an Election Ballot
- 2003 Select, Crush and Recycle and Empty Soft Drink Can
- 2002 Select, Raise and Wave a U.S. Flag
- 2001 Select, Clean and Peel an Apple
- 2000 Fill and Seal a Time Capsule with 20th Century Inventions
- 1999 Set a Golf Tee and Tee Up a Golf Ball
- 1998 Shut Off An Alarm Clock
- 1997 Insert and Then Play a CD Disc
- 1996 Put Coins in a Bank
- 1995 Turn on a Radio
- 1994 Make Cup of Coffee
- 1993 Screw a Light Bulb into a Socket
- 1992 Unlock a Combination Padlock
- 1991 Toast a Slice of Bread
- 1990 Put the Lid on a Ball Jar
- 1989 Sharpen a Pencil
- 1988 Adhere a Stamp to a Letter
- 1987 Put Toothpaste on a Toothbrush

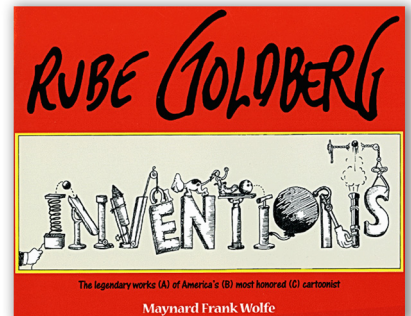
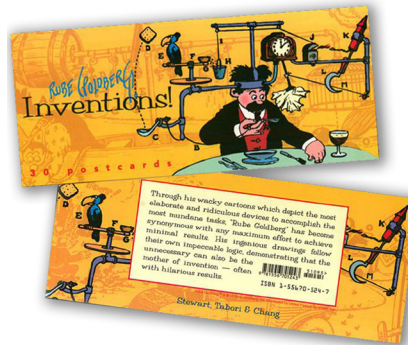
THE
RUBE GOLDBERG
CHALLENGE
Creativity In Motion

Rube Store and zazzle.com

Rube Goldberg products are available in the Rube Store - located on our web site www.rubegoldberg.com

CREATE YOUR OWN RUBE MERCHANDISE: Visit zazzle.com/rubegoldberg, where you can create your own team shirts, hats, bags...and put your school logo or team name on the back!

It's easy. Try it. And if you need help, email us at rube@rubegoldberg.com.





Contact Information

RUBE GOLDBERG INC.:

Chief Operating Officer: Kathleen Felix
Phone: 203-227-0818
rube@rubegoldberg.com