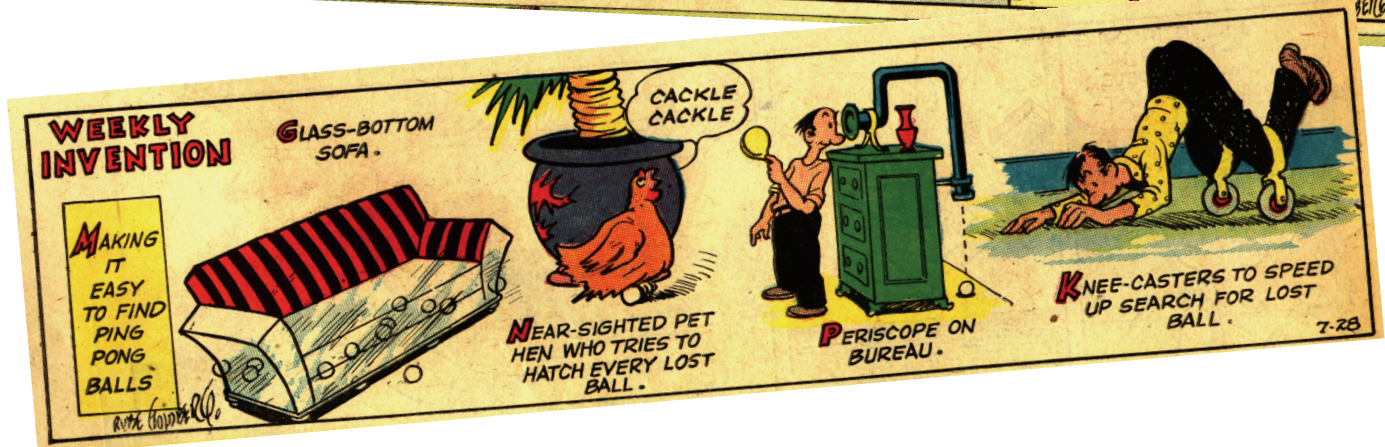
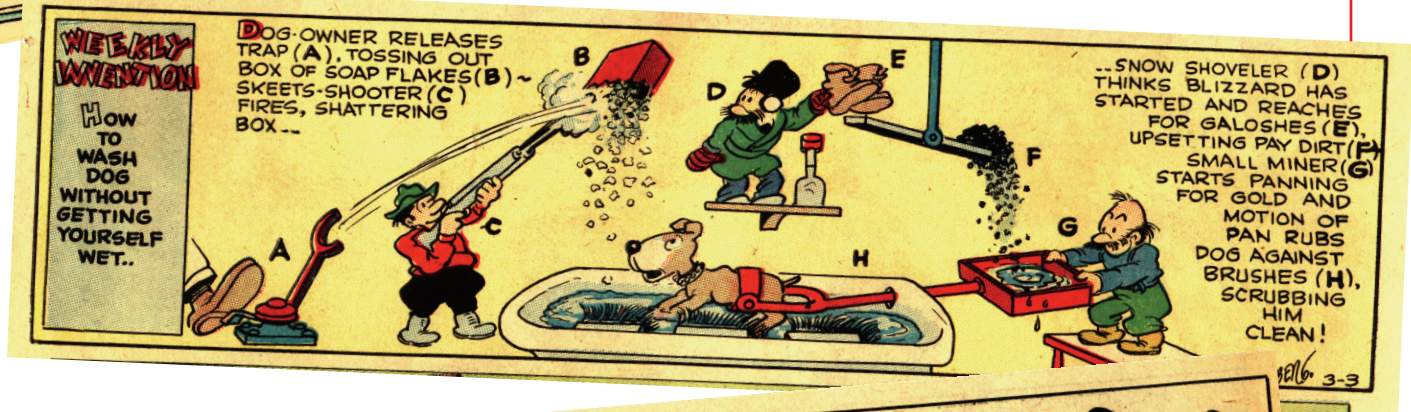
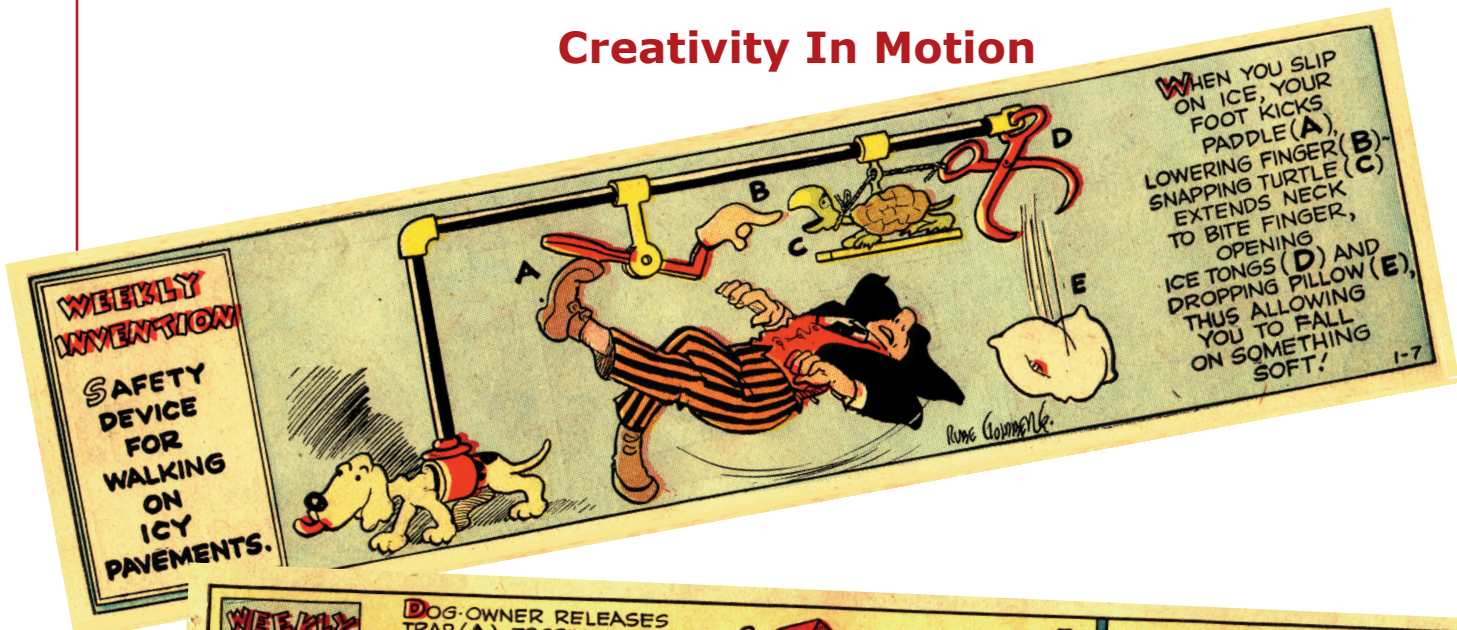


THE RUBE GOLDBERG

CHALLENGE[®]

Creativity In Motion



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

www.RubeGoldberg.com • Email: Rube@rube Goldberg.com

MAY 2013

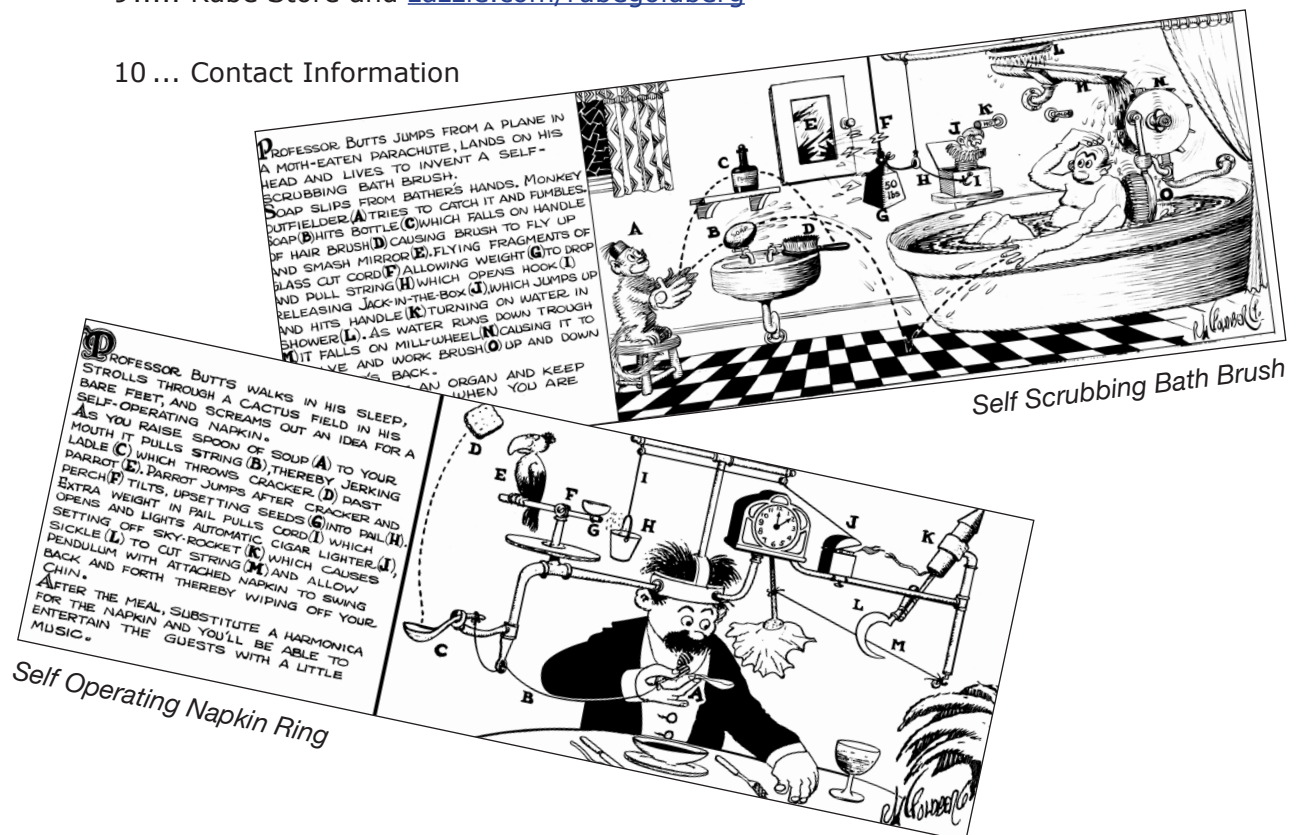
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Rube Goldberg (rōōb göld'berg), n. a comically involved, complicated invention, laboriously contrived to perform a simple operation – *Webster's New World Dictionary*

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.

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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.

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Rube Goldberg Biography



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

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.



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

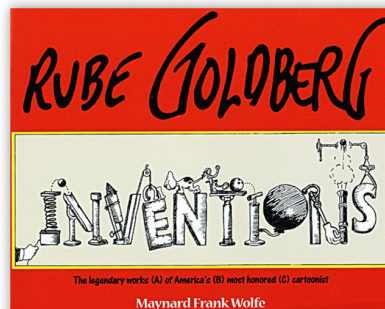
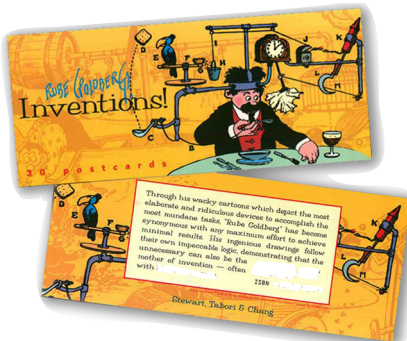
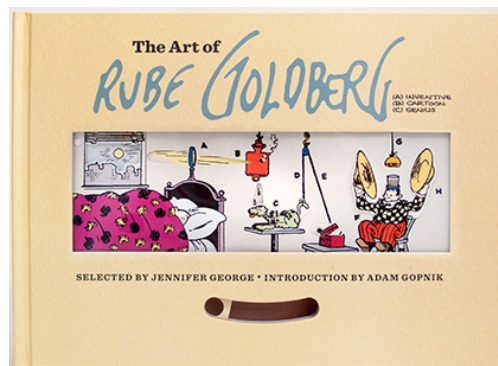
Past Contest Tasks

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





Contact Information

RUBE GOLDBERG INC.:

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rube@rubegoldberg.com