

# Intellectual Property Policy

Document 05 of 10 - MaintlyQR Legal Package v1.0

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*What MaintlyQR owns, what you own, and how to report infringement.*

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## 1. Overview

This policy defines the intellectual property ("IP") owned by MaintlyQR and sets out the rules governing IP on the Platform. It supplements the Terms of Service (Document 1). MaintlyQR takes the protection of its intellectual property seriously and will act against infringement.

## 2. MaintlyQR Intellectual Property

The following constitute the exclusive intellectual property of MaintlyQR:

**Brand and Identity:** The MaintlyQR™ name and wordmark; all logos and visual identity elements; brand colours, typography, and design language; QR label artwork and physical label designs; the Verified Mechanic badge design.

**Proprietary Concepts and Terminology:** The concept and system of 'Digital Identity' for physical assets as implemented in the MaintlyQR Platform; the 'Maintenance Ledger' system and its data architecture; the 'QR Assignment System'; the 'Asset Passport' concept; and all related terminology as embodied in the Platform's design, architecture, and documentation. MaintlyQR does not claim exclusive rights to these words in isolation, but asserts exclusive rights over the specific system, implementation, and combined expression of these concepts as constituted within the MaintlyQR Platform.

**QR Assignment System:** The method and system for assigning unique QR codes to physical assets; the concept and implementation of the permanent digital identity for physical assets; the Maintenance Ledger system and its data architecture.

**Software and Technology:** All Platform source code (front-end and back-end); database schema and architecture; application programming interfaces (APIs), present and future; any mobile application code.

**Design System:** User interface layouts and component designs; icon systems and visual elements; design tokens, style guides, and UI kits.

**Content and Documentation:** All website copy; help articles, tutorials, and support documentation; marketing and promotional materials; all legal documentation in this Legal Package.

**Data and Intelligence:** Aggregated and anonymised maintenance data insights; AI and machine learning models trained on Platform data; Platform usage analytics.

## 3. Trademarks

MaintlyQR™ is the registered trademark of MaintlyQR (registration in progress). All logos and brand marks are trademarks or service marks of MaintlyQR.

Nothing in these Terms grants you any right to use MaintlyQR's trademarks without prior written consent. Full brand usage rules are in the Trademark & Brand Usage Guidelines (Document 10).

#### **4. User-Owned Content**

You retain ownership of all original content you create and upload: maintenance records, asset descriptions, notes, and photographs.

You grant MaintlyQR a non-exclusive, worldwide, royalty-free licence to store, display, process, and — in anonymised form only — analyse your content for Platform operations. This licence ends when you delete your content or close your account, subject to any legal retention requirements.

#### **5. Restrictions**

Without MaintlyQR's prior written consent, you may not:

- Copy, reproduce, or distribute any part of the Platform
- Create derivative works based on MaintlyQR's IP
- Use MaintlyQR's brand, logos, or design assets outside the Platform
- Use the Platform's source code or architecture in any other product
- Claim ownership of, or attempt to register, any MaintlyQR trademark or domain

#### **6. Copyright Infringement — DMCA Notice**

MaintlyQR respects intellectual property rights and expects users to do the same. To report copyright infringement, send a written notice to [support@maintlyqr.com](mailto:support@maintlyqr.com) including:

- Identification of the copyrighted work claimed to be infringed
- Identification of the infringing material and its location on the Platform
- Your contact information (full name, address, email)
- A statement of good-faith belief that the use is not authorised
- A declaration, under penalty of perjury, that the information is accurate and that you are the rights owner or authorised agent

We will investigate all credible notices and remove infringing content where appropriate. Accounts of repeat infringers will be terminated.

#### **7. User-Uploaded Content and Copyright**

You must not upload to the Platform any content — including manuals, technical documentation, photographs, or PDFs — that you do not own or have the right to share. Uploading copyrighted material without authorisation violates the Acceptable Use Policy and may expose you to legal liability.

#### **8. Other IP Complaints**

For trademark, patent, or other IP-related complaints, contact [support@mainlyqr.com](mailto:support@mainlyqr.com) with full details of the alleged infringement.

## 9. Contact

Intellectual property matters: [support@mainlyqr.com](mailto:support@mainlyqr.com)