

Commercial Rights Holder Declaration

CRH DECLARATION **AIP BUSINESS**

COMMERCIAL RIGHTS HOLDER DECLARATION

1. Origin and Authority

The name **Life And Standards®** and the domain '**lifeandstandards.com**' were created and first registered by the **founder and original creator** on **15 April 2010**.

The **founder and original creator** is the **lawful proprietor** of the **Life And Standards®** trademark and the **Life&Standards®DotCom** platform and 'ecosystem'.

In **June 2021 Asante Intellectual Property (AIP)** was founded to act as the **global commercial rights holder** and **administrative body** responsible for the management, marketing, promotion, and protection of all intellectual property relating to **Life&Standards®DotCom** and the **Life And Standards®** brand.

This structure was established to ensure that the **Life&Standards®DotCom platform, brand and 'ecosystem' remain the source and inspiration for commercial activity**, while **AIP** functions as the **commercial agency** through which any resulting revenue, licensing, or commercial arrangements are managed.

2. Scope of Intellectual Property

The intellectual property and proprietary materials managed and controlled by AIP include, but are not limited to:

- Trademarks, patents, and domain names
 - Email accounts, documents, and written materials
 - Educational courses, training programs, and seminars
 - Legal agreements, business ideas, business systems, and business names
 - Official letters, declarations, and meeting systems
 - Websites, podcasts, television and radio broadcasts
 - Real-world meetings, online and social media postings and broadcasts
 - Marketing tools, communication systems, and proprietary business method
 - Artificial intelligence systems, concepts, and governance frameworks
 - Algorithms, algorithmic logic, and behavioural logic structures
 - Safeguarding systems, trust systems, and moderation systems
 - Behavioural scoring systems, trust scoring systems, and classification systems
 - Refusal logic, escalation logic, redirection logic, and decision trees
 - Prompt engineering guidance, technical frameworks, and deployment models
 - APIs, SDKs, software concepts, technical integrations, and related deployment tools
 - Technical specifications, workflows, templates, dashboards, and reporting systems
 - Datasets, training structures, technical documentation, and risk assessment models
 - All associated intellectual property, commercial rights, licensing rights, and derivative materials relating to AI, software, algorithms, and technical deployment
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3. Licensing and Commercial Use

As the Commercial Rights Holder, **AIP** provides a mechanism to **license Life And Standards® Intellectual Property** to individuals or organizations for any lawful purpose, as defined and approved by AIP.

Payments made to AIP in relation to such licensing or commercial activity may include, but are not limited to:

- Promise fees
- Sponsorship fees
- Data fees
- Retainer fees
- Licence fees
- Membership fees
- Royalties or commissions
- API fees
- SDK fees
- Software licence fees
- Algorithm licence fees
- Technical integration fees
- Certification fees
- White-label fees
- Territory licence fees
- Sector licence fees Exclusivity fees
- Deployment fees
- Consulting fees
- Training fees
- Audit and review fees
- Revenue share payments
- Sublicensing fees
- Commercial rights fees

These payments may arise under any commercial agreement, policy agreement, invoice schedule, or lawful use of AIP-managed intellectual property, all within the scope of applicable legislation and as defined by AIP.

4. Reciprocal Licensing and Royalties

Where a **reciprocal licence agreement** exists between AIP and any individual or organization, AIP may make royalty or fee payments to such parties when shared royalties become due.

Such payments shall be made in accordance with the terms, conditions, and benefits set forth in the relevant reciprocal agreement.

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5. Primary Focus

While AIP manages and protects a broad portfolio of intellectual property, its **primary focus** is the **management, marketing, promotion, and protection of the Life&Standards®DotCom platform and the Life And Standards® brand**, including all related intellectual property, digital assets, and derivative initiatives operating under the Life&Standards®DotCom identity and the Life And Standards® identity.

6. Declaration

This Declaration affirms that **Asante Intellectual Property (AIP)** — founded by the **original creator** and **lawful proprietor** of the Life And Standards® brand, platform and 'ecosystem'— holds and exercises **full global commercial rights** over **Life&Standards®DotCom** and the **Life And Standards®** brand.

AIP retains sole discretion over their licensing, commercialization, and enforcement, and operates as the commercial and administrative body responsible for realizing the lawful use and sustainable development of all **Life And Standards® Intellectual Property** worldwide.

For and on behalf of:

Asante Intellectual Property (AIP)

Title: **Founder & Chief Executive Officer**

Authority: **The Founder & Chief Executive Officer**

Original Date of Signature: **Monday 5th July 2021**

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International Copyright & Enforcement Notice

Copyright © Asante Intellectual Property (AIP), formally asserts its moral right to be identified as the author of the work known as “**THE COMMERCIAL RIGHTS HOLDER DECLARATION**” pursuant to the **Copyright, Designs and Patents Act 1988 (UK)** and all corresponding moral rights protections recognised under international law.

The Work is published, licensed, and commercially controlled worldwide by **Asante Intellectual Property (AIP)**, the exclusive **global commercial rights holder**.

This Work is protected under **international copyright conventions and treaties**, including but not limited to the **Berne Convention for the Protection of Literary and Artistic Works**, the **WIPO Copyright Treaty**, and all applicable national and regional copyright laws.

Prohibited Use

No individual, organisation, corporation, partnership, platform, publisher, broadcaster, or digital service—whether operating privately, commercially, or non-profit—is permitted to:

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- display, print, publish, upload, transmit, distribute, or broadcast
- record, store, scrape, index, train AI systems on, or otherwise exploit
- promote, monetise, sublicense, or represent as their own

the Work, in whole or in part, in any medium now known or hereafter devised, **without the express prior written permission of Asante Intellectual Property (AIP)**.

Enforcement & Legal Consequences

Any unauthorised use constitutes **copyright infringement** and a violation of internationally recognised intellectual property rights.

In the event of infringement, **Asante Intellectual Property (AIP)** and/or **Life&Standards@DotCom** reserve the right to pursue **all available legal and equitable remedies**, including but not limited to:

- Immediate injunctive relief and takedown actions
- Civil claims for damages, statutory damages where applicable, and/or an account of profits
- Recovery of legal fees, investigation costs, and enforcement expenses
- Cross-border enforcement actions in multiple jurisdictions
- Platform-level complaints, de-indexing, and permanent content removal

Wilful, systematic, or commercially motivated infringement may result in **enhanced damages** and escalated legal action to the fullest extent permitted under applicable local, national, and international law.

No waiver, licence, or consent shall be implied by silence, omission, or failure to enforce at any time.

All rights are expressly reserved worldwide.
