

COPYRIGHT, TRADEMARK & MEDIA ASSETS PROTECTION

INTELLECTUAL PROPERTY POLICY

Document Reference: AHC-IPP-2026

Effective Date: August 22, 2026

Domains: aravalihomecare.com | aravalihomecare.org

Verified Official Policy & Legal Addendum

CHAPTER 1: OWNERSHIP OF PROPRIETARY DIGITAL & DESIGN ASSETS

- 1.1 Objective and Purpose: Defines absolute legal rights, ownership protections, and structural limitations governing creative and digital assets.
- 1.2 Asset Mapping: Digital architecture (system code, Firebase database routing, responsive UI), creative design material (2D manufacturing layouts, 3D room models, mood boards), and marketing assets (blog articles, guides, photography) are exclusive IP.

CHAPTER 2: TRADEMARK PROTECTIONS & REVERSE-ENGINEERING PROHIBITIONS

THE INTELLECTUAL PROPERTY SECURITY SHIELD:

⚠️ [TRADEMARK VIOLATION CHECKS] Unauthorized use of 'Aravali Home Care' or graphic logos. Rule: Strict ban on using our name to market competing services.

⚠️ [CREATIVE CODE HARVESTING] Scraping design files or cloning software user dashboards. Rule: Automatic license revocation + structural claims for damages.

- 2.1 Trademark Enforcement: Brand name, logos, slogans, and page headers are protected trademarks.
- 2.2 Anti-Scraping: Reverse-engineering, decompiling, or deploying automated crawling bots to harvest portfolio pictures is illegal.

CHAPTER 3, 4 & 5: CLIENT MEDIA RIGHTS & LEGAL VENUES

- 3.1 Creative Capture License: Client grants the Company perpetual royalty-free license to capture professional photos, drone videos, and 3D scans of before-and-after states.
- 3.2 Marketing Deployment & Anonymity: Media is displayed in portfolios and exhibitions; full client names, street numbers, and private contacts are never disclosed.
- 4.1 Third-Party Trademarks: Brand names (Asian Paints, Hettich, Hafele) used strictly for compatibility and sourcing reference.
- 5.1 Archiving & Jurisdiction: Enforced under Copyright Act and Trade Marks Act of India in the civil courts of Jaipur, Rajasthan.

EXECUTED & AUTHORIZED BY ARAVALI HOME CARE

Signed: Executive Directorate, Aravali Home Care | Date: August 22, 2026

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