INTELLECTUAL PROPERTY PROTECTION POLICY

JANUARY 2026

POLICY NUMBER: TMG-SEC-013
APPROVAL AUTHORITY: BOARD OF DIRECTORS

THE MAZI GROUP

1. PURPOSE

This Intellectual Property Protection Policy establishes The Mazi Group's framework for identifying, protecting, and managing intellectual property (IP) assets across all brands and business units. Our IP—including patents, trademarks, copyrights, trade secrets, and proprietary know-how—represents significant value and competitive advantage for Mazi Beauty, Glam Switch, On The Go Mists, and Upvendo.

2. SCOPE

This policy applies to:

- All intellectual property owned by or licensed to The Mazi Group
- All employees, contractors, consultants, and partners who create or access IP
- All brands and business units
- All types of IP: patents, trademarks, copyrights, trade secrets, and designs
- All geographic jurisdictions where we operate or seek protection

3. TYPES OF INTELLECTUAL PROPERTY

3.1 Patents

Protect inventions and innovations:

- Product formulations and compositions (Mazi Beauty, On The Go)
- Device designs and mechanisms (Glam Switch)
- Software algorithms and AI methods (Glam Switch, Upvendo)
- Manufacturing processes
- Business methods where patentable

3.2 Trademarks

Protect brand identity:

- Company and brand names (The Mazi Group, Mazi Beauty, Glam Switch, On The Go Mists, Upvendo)
- Product names and sub-brands
- Logos and design marks
- Taglines and slogans

- Trade dress and packaging designs

3.3 Copyrights

Protect creative works:

- Software code and applications
- Marketing materials and content
- Product documentation and manuals
- Website content and designs
- Training materials
- Photography and videos

3.4 Trade Secrets

Protect confidential business information:

- Product formulations and recipes
- Manufacturing processes and know-how
- Customer lists and data
- Pricing strategies
- Business plans and strategies
- AI training data and models

3.5 Industrial Designs

Protect product appearance:

- Product shapes and configurations
- Packaging designs
- Device industrial designs (Glam Switch)
- Kiosk designs (Upvendo)

4. IP CREATION AND OWNERSHIP

4.1 Employee Inventions

- All IP created by employees in the course of employment belongs to The Mazi Group
- Employment agreements include IP assignment provisions

- Employees must disclose inventions promptly
- Prior inventions must be disclosed and excluded at hire

4.2 Contractor and Consultant IP

- Contracts must include IP assignment or license provisions
- Work-for-hire agreements where applicable
- Clear ownership terms before work begins
- Ensure contractors do not bring third-party IP

4.3 Joint Development

- Define IP ownership in joint development agreements
- Establish clear rules for background and foreground IP
- Address licensing rights for jointly developed IP
- Legal review required for all joint development arrangements

5. IP PROTECTION STRATEGIES

5.1 Patent Strategy

- Identify patentable inventions through invention disclosure process
- Evaluate commercial value and strategic importance
- File patent applications in key markets
- Monitor patent portfolio and maintain registrations
- Consider design patents for product appearances

5.2 Trademark Strategy

- Conduct clearance searches before adopting new marks
- Register trademarks in all operating markets
- Monitor for infringing uses
- Maintain registrations through renewals and use
- Enforce trademark rights against infringers

5.3 Trade Secret Protection

- Identify and classify trade secrets
- Implement reasonable security measures
- Limit access on need-to-know basis
- Use non-disclosure agreements
- Mark confidential materials appropriately
- Conduct exit interviews for departing employees

5.4 Copyright Protection

- Include copyright notices on materials
- Register significant works where beneficial
- Document creation and ownership
- License third-party content appropriately

6. INVENTION DISCLOSURE PROCESS

6.1 Disclosure Requirements

- Employees must disclose potentially patentable inventions
- Use standard invention disclosure form
- Disclose before any public disclosure or publication
- Include all inventors and contributors

6.2 Evaluation Process

- Legal reviews disclosures for patentability
- Business evaluates commercial potential
- Decision made on filing within defined timeframe
- Inventors informed of decisions

6.3 Inventor Recognition

- Recognize inventors on patent applications
- Consider inventor incentive programs
- Celebrate innovation achievements

7. CONFIDENTIALITY AND INFORMATION SECURITY

7.1 Confidential Information Handling

- Classify information by sensitivity level
- Store confidential information securely
- Encrypt sensitive electronic files
- Control access through permissions
- Use secure methods for sharing externally

7.2 Non-Disclosure Agreements

- Require NDAs before sharing confidential information externally
- Use company-approved NDA templates
- Track NDA obligations and expirations
- Legal review for non-standard terms

7.3 Physical Security

- Secure access to facilities with sensitive IP
- Visitor management and escort procedures
- Clean desk policies
- Secure disposal of confidential materials

8. THIRD-PARTY IP

8.1 Respecting Others' IP

- Do not infringe third-party IP rights
- Conduct freedom-to-operate analyses for new products
- Obtain necessary licenses before use
- Respond appropriately to infringement claims

8.2 Incoming IP

- Do not accept unsolicited ideas without proper procedures
- Use idea submission agreements

- Document independent development
- Be cautious with competitor information

8.3 Open Source Software

- Track open source components used in products
- Comply with open source license terms
- Obtain approval before using copyleft licenses
- Maintain software bill of materials

9. IP IN BUSINESS TRANSACTIONS

9.1 Licensing

- License IP to generate revenue where appropriate
- Obtain licenses for needed third-party IP
- Legal review and approval for all IP licenses
- Track license obligations and royalties

9.2 Mergers and Acquisitions

- Conduct IP due diligence in transactions
- Assess value and risks of target IP
- Ensure proper IP transfer documentation
- Integrate acquired IP into portfolio

9.3 Joint Ventures and Partnerships

- Define IP terms in partnership agreements
- Protect background IP
- Address IP developed during partnership
- Plan for IP upon partnership termination

10. IP ENFORCEMENT

10.1 Monitoring

- Monitor markets for potential infringement
- Watch trademark filings in key jurisdictions
- Monitor online marketplaces for counterfeits
- Track competitive products and patents

10.2 Enforcement Actions

- Evaluate infringement situations case-by-case
- Send cease and desist letters where appropriate
- Pursue legal action when necessary
- Work with customs to stop counterfeit imports
- Report counterfeits to online platforms

10.3 Defense

- Respond promptly to infringement allegations
- Preserve relevant evidence
- Engage legal counsel immediately
- Evaluate validity of asserted rights

11. BRAND-SPECIFIC CONSIDERATIONS

11.1 Mazi Beauty

- Protect formulation trade secrets
- Patent novel ingredients and delivery systems
- Trademark product names and packaging
- Copyright marketing content and imagery

11.2 Glam Switch

- Patent device technology and AI algorithms
- Protect software through copyright and trade secrets

- Design patents for device appearance
- Trademark brand and product names

11.3 On The Go Mists

- Protect formulation trade secrets
- Patent novel delivery systems
- Trademark brand and product names
- Protect packaging designs

11.4 Upvendo

- Patent software innovations and business methods
- Protect source code as trade secret and copyright
- Design patents for kiosk appearance
- Trademark brand and product names

12. ROLES AND RESPONSIBILITIES

12.1 Legal Department

- Manage IP portfolio and registrations
- Evaluate invention disclosures
- Handle IP transactions and agreements
- Lead enforcement and defense matters
- Provide IP guidance and training

12.2 Business Units

- Identify and disclose inventions
- Protect confidential information
- Comply with IP policies and procedures
- Report potential infringement

12.3 All Employees

- Protect company IP and confidential information

- Disclose inventions promptly
- Respect third-party IP rights
- Report IP concerns to Legal

13. TRAINING

- IP awareness training for all employees
- Enhanced training for R&D and product development
- Trade secret protection training
- Training on open source compliance

14. RELATED POLICIES

This policy should be read in conjunction with:

- TMG-SEC-005: Records Management and Document Retention Policy
- TMG-SEC-017: Cybersecurity and IT Security Policy
- TMG-SEC-021: Code of Conduct and Business Ethics
- TMG-SEC-030: Brand Protection and Trademark Usage Policy
- TMG-SEC-041: Software and Systems Development Standards

15. POLICY REVIEW

This policy shall be:

- Reviewed annually by Legal and executive leadership
- Updated to reflect legal developments and business needs
- Approved by the Chief Legal Officer
- Communicated to all employees

16. DEFINITIONS

- **Intellectual Property (IP):** Creations of the mind protected by law, including patents, trademarks, copyrights, and trade secrets.
- **Patent:** Exclusive right granted for an invention.
- **Trademark:** Sign distinguishing goods or services of one enterprise from another.

- **Trade Secret:** Confidential business information providing competitive advantage.
- **Copyright:** Exclusive right to reproduce, distribute, and display creative works.

For questions about this policy, contact:

Legal Department

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