

INTELLECTUAL PROPERTY (IP) POLICY

Effective Date: 15.05.2025

This Intellectual Property Policy ("Policy") is issued by SHOP RR WAY PRIVATE LIMITED ("BackingBay," "we," "us," or "our"), operator of the crowdfunding platform <https://backingbay.com> ("Platform"). It outlines the expectations and obligations regarding intellectual property (IP) for all users, including Innovators and Supporters.

1. Ownership and Rights of Submitted Content

- Innovators must ensure they own or hold valid licenses or usage rights for all content submitted to the Platform, including but not limited to text, images, logos, designs, videos, music, software, product concepts, or promotional materials.
- By submitting content to BackingBay, the Innovator represents and warrants that such submission does not infringe on any third-party rights.

2. License Granted to BackingBay

- By uploading any content, the Innovator grants BackingBay a non-exclusive, royalty-free, worldwide, transferable license to use, display, distribute, adapt, modify, and promote such content across marketing materials, digital platforms, and media channels.
- This license remains in effect even after the campaign ends or the account is closed.

3. Claims of Infringement

- If any third party believes that content uploaded on BackingBay infringes their intellectual property, they may send a formal complaint to: shoprrway@gmail.com with proof of ownership and description of the alleged

infringement.

- Upon review, BackingBay may remove or restrict the disputed content and take any further action deemed appropriate, including account suspension.

4. BackingBay's Limited Liability

- BackingBay is an intermediary platform and assumes no responsibility for verifying the originality or legality of content uploaded by users.
- The responsibility for any infringement lies entirely with the Innovator who submitted the content.
- BackingBay shall not be liable for any direct, indirect, incidental, or consequential damages arising from IP disputes.

5. Repeat Infringers

- Accounts found repeatedly violating IP rights may be suspended or permanently removed at BackingBay's discretion.

6. Jurisdiction

- All disputes involving IP complaints shall fall under the exclusive jurisdiction of the courts in Raipur, Chhattisgarh, India.

By using BackingBay, you acknowledge and agree to abide by this Intellectual Property Policy.

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